

2009-2010

BUSINESS ADMINISTRATION
Associate of Applied Science
Specialization: **Marketing**

STUDENT NAME _____ SS# _____
ADDRESS _____ CITY, STATE, & ZIP CODE _____
TELEPHONE (DAY) _____ EVE _____ ENROLLMENT DATE _____

PLACEMENT TESTING:

Alternative Exam:	Read	Writing	Math	*TSI COMPLETE/EXEMPT/WAIVED DATE: _____
Accuplacer/ASSET/COMPASS/THEA	_____	_____	_____	
ACT	_____	_____	_____	
SAT	_____	_____	_____	

*Texas Success Initiative Rules

DEVELOPMENTAL COURSES (enter grade) _____ Orin 101 - College Success
Reading: _____ None _____ READ 70 _____ READ 80 _____ READ 90 _____ Non Course Remediation
Writing: _____ None _____ ENGL 71 _____ ENGL 81 _____ ENGL 91 _____ Non Course Remediation
Math: _____ None _____ MATH 80 _____ MATH 85 _____ MATH 90 _____ Non Course Remediation

Major Courses			SCH	COLLEGE	SEM/YR	GRADE	COMMENTS
FIRST YEAR - FALL SEMESTER							
ENGL	1301	Composition	3				
ITSC	1409	Integrated Software Applications I or COSC 1301	4				
BMGT	1301	Supervision	3				
BMGT	1391	Business Conduct	3				
MRKG	1311	Principles of Marketing	3				
FIRST YEAR - SPRING SEMESTER							
ACNT	1303	Introduction to Accounting I	3				
SPCH	1321	Business & Professional Speaking	3				
BMGT	1305	Communications in Management	3				
BNKG	1340	Money and Financial Markets	3				
MRKG	1301	Customer Service	3				
MRKG	2333	Principles of Selling	3				
SECOND YEAR - FALL SEMESTER							
BUSI	1301	Business Principles	3				
		Mathematics / Natural Sciences Elective	4				
MRKG	2349	Advertising and Sales Promotion	3				
BUSG	2309	Small Business Management	3				
SECOND YEAR - SPRING SEMESTER							
POFI	2431	Desktop Publishing	4				
		Humanities Elective	3				
		Social / Behavioral Sciences Elective	3				
MRKG	1313	Public Relations	3				
ECON	2301	Principles of Economics I - Macro	3				
BMGT	2168	CAPSTONE: Business Administration Practicum	1				

IDENTIFIES COURSES TO FULFILL MINIMUM 15 HOURS GENERAL EDUCATION REQUIREMENT

STUDENT'S SIGNATURE _____ DATE _____ FACULTY/ADVISOR'S SIGNATURE _____ DATE _____

2009-2010 Business Administration - Specialization: Marketing, Associate of Applied Science

PRE-REQUISITES:

ENGL 1301 COMPOSITION

*Prerequisite: A score of 60+/E-6, E-7, E-8 or 80+/E-5 on the ACCUPLACER Exam for Writing, equivalent placement score, or completion of ENGL 0091 with a grade of "C" or better; **and** a score of 61 on the ACCUPLACER Exam for Reading, the completion of READ 0080 or equivalent.*

ITSC 1409 INTEGRATED SOFTWARE APPLICATIONS I

Prerequisite: Completion of READ 0080 or equivalent.

COSC 1301 MICROCOMPUTER APPLICATIONS

Prerequisite: Completion of READ 0090 or equivalent.

BMGT 1301 SUPERVISION

Prerequisite: None.

BMGT 1391 BUSINESS CONDUCT

Prerequisite: None.

MRKG 1311 PRINCIPLES OF MARKETING

Prerequisite: None.

ACNT 1303 INTRODUCTION TO ACCOUNTING I

Prerequisite: READ 0080 and MATH 0080 or equivalent.

SPCH 1321 BUSINESS & PROFESSIONAL SPEAKING

Prerequisite: Completion of READ 0080 or equivalent.

BMGT 1305 COMMUNICATIONS IN MANAGEMENT

Prerequisite: ITSC 1409 or COSC 1301.

BNKG 1340 MONEY AND FINANCIAL MARKETS

Prerequisite: None.

MRKG 1301 CUSTOMER SERVICE

Prerequisite: None.

MRKG 2333 PRINCIPLES OF SELLING

Prerequisite: None.

BUSI 1301 BUSINESS PRINCIPLES

Prerequisite: READ 0080 or equivalent.

MRKG 2349 ADVERTISING AND SALES PROMOTION

Prerequisite: None.

BUSG 2309 SMALL BUSINESS MANAGEMENT

Prerequisite: None.

POFI 2431 DESKTOP PUBLISHING

Prerequisite: ITSC 1409.

MRKG 1313 PUBLIC RELATIONS

Prerequisite: None.

ECON 2301 PRINCIPLES OF ECONOMICS I-MACRO

MATH 0085 or equivalent, or BNKG 1340.

BMGT 2168 CAPSTONE: BUSINESS ADMINISTRATION PRACTICUM

Prerequisite: Approval of Practicum Coordinator.

MATHEMATICS / NATURAL SCIENCES ELECTIVE - 4 CREDITS (Depending on the course, check the catalog for pre-requisites.)

HUMANITIES ELECTIVE - 3 CREDITS (Depending on the course, check the catalog for pre-requisites.)

SOCIAL / BEHAVIORAL SCIENCES ELECTIVE - 3 CREDITS (Depending on the course, check the catalog for pre-requisites.)