2013-2014

BUSINESS ADMINISTRATION
Associate of Applied Science
Specialization: Marketing

STUDENT NAME ____________________________________________ A# ________________________________
ADDRESS ____________________________________________ CITY, STATE, & ZIP CODE ________
TELEPHONE (DAY) ___________________________ EVE ____________________________ ENROLLMENT DATE ____________

PLACEMENT TESTING: *TSI COMPLETE/EXEMPT/WAIVED DATE: ____________________________

Alternative Exam: Read Writing Math
Accuplacer/ASSET/COMPASS/THEA
ACT
SAT *Texas Success Initiative Rules

DEVELOPMENTAL COURSES (enter grade)
Read: 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

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>SCH</th>
<th>COLLEGE</th>
<th>SEM/YR</th>
<th>GRADE</th>
<th>COMMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FIRST YEAR - FALL SEMESTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENGL 1301 Composition</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| ITSC 1409 Integrated Software Applications I | 4 | | | | or COSC 1301
| 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 Relationship Management | 3 | | | | |
| MRKG 2333 Principles of Selling | 3 | | | | |
| **SECOND YEAR - FALL SEMESTER** | | | | | |
| BUSI 1301 Business Principles | 3 | | | | Mathematics / Natural Sciences Elective
| MRKG 2349 Advertising and Sales Promotion | 3 | | | | |
| BUSG 2309 Small Business Management/Entrepreunership | 3 | | | | |
| **SECOND YEAR - SPRING SEMESTER** | | | | | |
| POFI 2431 Desktop Publishing | 4 | | | | Humanities Elective
| | | | | Social / Behavioral Sciences Elective
| 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 ____________
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 ENGL02 01 with a grade of "C" or better; and a score of 78 on the ACCUPLACER Exam for Reading, the completion of READ 0200 or equivalent.

ITSC 1409 INTEGRATED SOFTWARE APPLICATIONS I
Prerequisite: None.

COSC 1301 MICROCOMPUTER APPLICATIONS
Prerequisite: None.

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: None.

SPCH 1321 BUSINESS & PROFESSIONAL SPEAKING
Prerequisite: Completion of READ 0200 or equivalent.

BMGT 1305 COMMUNICATIONS IN MANAGEMENT
Prerequisite: ITSC 1409 or COSC 1301.

BNKG 1340 MONEY AND FINANCIAL MARKETS
Prerequisite: None.

MRKG 1301 CUSTOMER RELATIONSHIP MANAGEMENT
Prerequisite: None.

MRKG 2333 PRINCIPLES OF SELLING
Prerequisite: None.

BUSI 1301 BUSINESS PRINCIPLES
Prerequisite: Completion of READ 0100 or equivalent.

MRKG 2349 ADVERTISING AND SALES PROMOTION
Prerequisite: None.

BUSG 2309 SMALL BUSINESS MANAGEMENT/ENTREPRENUERSHIP
Prerequisite: None.

POFI 2431 DESKTOP PUBLISHING
Prerequisite: ITSC 1409.

MRKG 1313 PUBLIC RELATIONS
Prerequisite: None.

ECON 2301 PRINCIPLES OF ECONOMICS I-MACRO
Prerequisite: Completion of 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.)