

**THIS IS A CAREER DEGREE.
IT IS NOT DESIGNED TO TRANSFER TO A FOUR YEAR UNIVERSITY.**

**Danville Area Community College
2009-2010**

Marketing

Associate in Applied Science

This program is designed to give an individual a variety of career options such as Customer Service, Sales, Telemarketing, Marketing, Retail Sales, Hospitality, Advertising, Travel & Tourism, and Management. This is an occupational program typically not designed to transfer. However this program has been articulated to some senior institutions. Please contact a counselor for specific details.

Designated as a Partnership for College & Career Success program.

***First time degree seeking students must complete INST101, Success in College,
as a requirement for graduation.***

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
First Semester			
BMGT 117 Principles of Marketing	4		
BMGT 103 Customer Service	2		
BMGT 104 Interpersonal Relationships	3		
# BOFF 228 Intro to Word (pre: BOFF 130)	2		
Math Elective	3		
* Communications Elective	3		
Total	17		
Second Semester			
BMGT 201 Promotional Strategy	3		
BMGT 217 Principles of Retailing	3		
BMGT 160 Entrepreneurial Skills	3		
# BOFF 127 Intro to PowerPoint (pre: BOFF 130)	2		
BOFF 180 Layout & Design	2		
Communication Elective	3		
Total	16		
Third Semester			
BMGT 115 Trade Shows, Events and Meetings	3		
BMGT 213 Principles of Advertising (pre: BOFF 180, BMGT 117 or consent of instructor)	3		
BMGT 244 Direct Marketing (pre: BMGT 117)	2		
BOFF 255 Digital Presentations (pre: BOFF 127)	3		
Business Core Elective (see approved list)	3		
Humanities Elective	3		
Total	17		
Fourth Semester			
BMGT 118 Professional Selling	3		
BOFF 265 E-Communications	3		
* CECN 108 Elements of Economics	3		
Business Core Elective (see approved list)	9		
Total	18		

Total Hours 68

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Marketing (continued)

	HOURS	F,S,I,SU	GRADE
**Approved Business Core Electives			
BMGT 114 Principles of Management	3		
BMGT 212 Human Resource Management	3		
BMGT 106 Supervisory Training	3		
CACC 101 Financial Accounting	3		
BACC 120 Principles of Finance	3		
BOFF 217 InDesign (pre: BOFF 130, BOFF 180)	3		
BOFF 215 QuarkXpress (pre: BOFF 130, BOFF 180)	3		
CBUS 104 Intro to Business	3		

Prerequisite: BOFF 130 Windows class (or concurrent enrollment) or a qualifying score on the Windows Placement Test.

* General Education.

See pages 50-51 for list of Human Relations requirements.

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Enrollment in developmental classes may increase the length of time it takes to complete an associate degree.

Placement in typing courses will depend on demonstrated proficiency.