

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

**Danville Area Community College
2016-2017**

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.

***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		
CBUS 104 Introduction Business	3		
* Communications Elective	3		
Total	17		
Second Semester			
BMGT 201 Promotional Strategy	3		
BMGT 160 Entrepreneurial Skills	3		
# BOFF 127 Intro to PowerPoint (pre: BOFF 130)	2		
BOFF 180 Layout & Design	2		
BMGT 114 Principles of Management	3		
Communication Elective	3		
Total	16		
Third Semester			
BMGT 115 Trade Shows, Events and Meetings	3		
BMGT 213 Principles of Advertising (pre: BMGT 117 or consent of instructor)	3		
BMGT 244 Direct Marketing (pre: BMGT 117)	2		
BOFF 255 Digital Presentations (pre: BOFF 127)	3		
* CECN 108 Elements of Economics	3		
Humanities Elective	3		
Total	17		
Fourth Semester			
BMGT 118 Professional Selling	3		
BMGT 217 Principles of Retailing	3		
BMGT 212 Human Resource Management	3		
BMGT 104 Interpersonal Relationships in Business	3		
Math Elective	3		
Business Core Elective (see approved list)	3		
Total	18		
Total Hours	68		

continue on next page

Marketing (continued)

	HOURS	F,S,I,SU	GRADE
**Approved Business Core Electives			
BMGT 212 Human Resources	3		
CACC 101 Financial Accounting	3		
BACC 120 Principles of Finance	3		
BOFF 217 InDesign (pre: BOFF 130, BOFF 180)	3		
BOFF 265 E-Communication	3		
BOFF 219 Publisher	2		

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

* General Education.

See list of Human Relations requirements.

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.