

GLOUCESTER COUNTY COLLEGE
BUSINESS AND TECHNOLOGY DIVISION

GRADUATION CONTROL SHEET

MARKETING AND MANAGEMENT
Information Systems Option
Associate in Applied Science (A.A.S.) - Career

The purpose of this career program is to provide the knowledge and skills necessary for success in the fields of marketing and management in today's computerized environment. This program is designed for students to begin careers in marketing or management, with middle management responsibilities that involve the use of computerized information systems.

<u>FIRST YEAR - Fall Semester</u>	<u>Credits</u>
___ COM 101 English Composition I	3
___ BUS 101 Introduction to Business	3
___ BUS 102 Accounting I *	4
___ CIS 102 Introduction to Computers	4
___ MAT ___ Mathematics Elective	3
	17
<u>Spring Semester</u>	
___ COM 102 English Composition II	3
___ MAT ___ Mathematics Elective	3
___ BUS 221 Principles of Marketing	3
___ BUS 231 Principles of Management	3
___ CIS 107 Concepts of Information Systems	3
___ HPE ___ Physical Education Elective	1-3
	16-18
<u>SECOND YEAR - Fall Semester</u>	
___ BUS 107 Business Law I	3
___ BUS 223 Principles of Selling	3
___ BUS 225 Principles of Advertising	3
___ ___ Humanities Elective	3
___ CIS 120 Spreadsheets - EXCEL	4
___ CIS 210 Relational Databases	4
	17
<u>Spring Semester</u>	
___ CIS 254 Internet Marketing	3
___ CIS 203 System Analysis and Design	3
___ ECO ___ Economics Elective	3
___ ___ Humanities Elective	3
___ ___ Social Science Elective	3
___ CEP 205 Co-op Education Work Experience	2
	17
<u>TOTAL MINIMUM CREDITS:</u>	67-69

* Students with prior experience may substitute a business elective with the approval of the Business and Technology Division Dean after successfully completing a placement exam.

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REQUIRED CORE AND ELECTIVE COURSES

		<u>Credits</u>
<u>Communications</u>		
English Composition I	COM 101	3
English Composition II	COM 102	3
<u>Humanities</u>		
Humanities Electives	___ ___	3
	___ ___	3
<u>Social Science</u>		
Economics Elective	ECO ____	3
Social Science Elective	___ ___	3
<u>HPE</u>		
Physical Education Elective	HPE ____	1-3
<u>Mathematics</u>		
Mathematics Electives	MAT ____	3
	MAT ____	3
<u>Business</u>		
Introduction to Business	BUS 101	3
Accounting I	BUS 102	4
Business Law I	BUS 107	3
Principles of Marketing	BUS 221	3
Principles of Management	BUS 231	3
Principles of Selling	BUS 223	3
Principles of Advertising	BUS 225	3
Internet Marketing	CIS 254	3
<u>Business – Information Systems</u>		
Introduction to Computers	CIS 102	4
Concepts of Information Systems	CIS 107	3
Spreadsheets – EXCEL	CIS 120	4
System Analysis and Design	CIS 203	3
Relational Databases	CIS 210	4
<u>Cooperative Education</u>		
Co-op Education Work Experience	CEP 205	2
<u>TOTAL MINIMUM CREDITS:</u>		67-69