

GLOUCESTER COUNTY COLLEGE
BUSINESS AND TECHNOLOGY DIVISION

GRADUATION CONTROL SHEET

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

The purpose of this career program is to provide basic knowledge and skills necessary for success in the fields of marketing and management. This program is designed for students to begin careers in marketing or management, with middle management responsibilities.

FIRST YEAR - Fall Semester

			<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

Spring Semester

___	COM 102	English Composition II	3
___	MAT ___	Mathematics Elective	3
___	BUS 107	Business Law I	3
___	BUS 221	Principles of Marketing	3
___	BUS 231	Principles of Management	3
			15

SECOND YEAR - Fall Semester

___	BUS 223	Principles of Selling	or	
___	BUS 225	Principles of Advertising		3
___	BUS 237	Human Resource Management		3
___	___	Humanities Elective		3
___	___	Business Elective		3
___	___	Social Science Elective		3
___	HPE ___	Physical Education Elective		1-3
				16

Spring Semester

___	___	Business Elective		
___	___	Business Elective		
___	___	Business Elective		8
___	ECO ___	Economics Elective		3
___	CEP 205	Co-op Education Work Experience		2
___	___	Humanities Elective		3
				16

TOTAL MINIMUM CREDITS: 64

* 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.

** Students with appropriate prior computer experience may substitute CIS 107, Concepts of Information Systems in place of CIS 102 with the approval of the Dean of Business and Technology Division.

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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>		
Social Science Electives	___ ___	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
Human Resource Management	BUS 237	3
Business Electives	___ ___	
	___ ___	
	___ ___	11
Economics Elective	___ ___	3
Introduction to Computers	CIS 102	4
<u>Cooperative Education</u>		
Co-op Education Work Experience	CEP 205	2
<u>TOTAL MINIMUM CREDITS:</u>		64