

Bachelor of Applied Science in Marketing from The University of Mary

AAS Sales, Marketing, Management Program Requirements from Northland Community & Technical College

Course Name	Semester Credit(s)	University of Mary Course
ENGL 1111 Composition I	3 credits	ENG 111 Composition I
CPTR 1104 Intro to Computer Tech	3 credits	CIS 101 Introduction to CIS
MKTG 2200 Principles of Marketing	3 credits	BUS 333 Marketing (Lower-Division Credits)
MKT 2201 Principles of Sales	3 credits	BUS 225 Special Topics
MKTG 2205 Principles of Retailing	3 credits	BUS 341 Retailing (Lower-Division Credits)
MKTG 1108 Customer Relations Management	3 credits	BUS 125 Special Topics
MKTG 2120 Supervisory Leadership	3 credits	BUS 225 Special Topics
MKTG 2304 Applied Sales Technique	3 credits	BUS 225 Special Topics
SPCH 1101 Intro to Public Speaking	3 credits	COM 110 Oral Communication
ACCT 1124 Spreadsheet Concepts	3 credits	BUS 201 Advanced Spreadsheets
BUSN 2210 Principles of Management	3 credits	BUS 215 Principles of Management
MKTG 2306 Small Business Management	3 credits	BUS 346 Small Business Management
SOCI 1101 Principles of Sociology	3 credits	SOC 107 General Sociology
ECON 2201 Microeconomics	3 credits	ECN 203 Microeconomics
BUSN 2221 Principles of Accounting I	4 credits	ACC 101 Principles of Accounting I
ACCT 1108 Business Math	3 credits	TMAT Math Elective
BUSN 2218 Legal Environment of Business	3 credits	BUS 311 Business Law I (Lower Division Credit)
MKTG 2216 Advertising	3 credits	BUS 225 Special Topics
MKTG 2320 Marketing Management	3 credits	BUS 225 Special Topics
ECON 2202 Macroeconomics	3 credits	ECN 204 Macroeconomics
Transfer Credits (Max of 62)	61 Credits	
The Following Courses to be Completed at the University of Mary		
FYE 322 Transition Seminar	1 credit	
ENG 121 Composition II	3 credits	
MAT 180 Elementary Statistics	4 credits	
Art Elective	3 credits	
POL 101 Responsible Citizenship	3 credits	
Lab Science Requirement	4 credits	
CTH/234 Benedict: Yesterday and Today	3 credits	
PHI 308 Ethics	3 credits	
COM 330 Strategic Communication Principles	3 credits	
ACC 102 Principles of Accounting II	3 credits	
BUS 200 Electronic Communication	3 credits	
BUS 230 Technology and Strategy	3 credits	
BUS 330 International Marketing	3 credits	
BUS 340 Sales Management	3 credits	
BUS 362 Financial Management	3 credits	
BUS 380 Internship and Career Prep	1 credit	
BUS 403 Strategic Leadership and Management	3 credits	
BUS 406 Marketing Research	3 credits	
BUS 446/452 Internship/Experiential Dev	4 credits	
HUM 499 Senior Competency Testing	0 Credits	
Liberal Arts Elective to Reach 52 (300/400 Level)	4 credits	
Upper Division Elective Credits (3/400 Courses to total 44)	14 credits	
Total: 135 Semester Credits required for Graduation		