

# MARKETING (A.A.)

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## Required

- Business Core (27 sem. hrs.)
- Marketing Major (A.A.) Requirements (18 sem. hrs.)

## Associate of Arts (30 Sem. Hrs.)

Code	Title	Hours
<b>Business Core</b>		
BUS 112		
BUS 113		
BUS 231	Business Law	3
BUS 233	Principles of Marketing	3
BUS 360	H1:GL:DV:Cross-Cultural Mgmt	3
BUS 363	Corporate Finance I	3
ENG 102	Read/Writing Connections	3
ECON 204	FD: Global Macroeconomics	3
<b>Total Hours</b>		<b>18</b>

## Marketing Major (A.A.)

Code	Title	Hours
<b>Marketing Major</b>		
BUS 308		
BUS 309	DM:DV: Consumer Behavior	3
BUS 416	DM: Marketing Strategy	3
BUS 430	Digital Marketing	3
<b>Electives</b>		
Select two of the following:		6
BUS 385	DV:Business Internship	1-12
BUS 441	Product Develop & Innovation	
BUS 442	Branding and Brand Mgmt	
<b>Total Hours</b>		<b>16-27</b>