

# MARKETING AS

The Associate's degree will introduce students to fundamental concepts and principles in marketing. It will prepare students to meet the challenges in the dynamic field of marketing today.

## General Education Requirements

Code	Title	Credits
<b>Written Communication</b>		
Select one of the following:		6.00
ENGL-101 & ENGL-102	WRITING AND RHETORIC I and WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
<b>Oral Communication</b>		
Select one of the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
<b>Mathematical Ways of Knowing</b>		
Select one of the following:		3.00-5.00
MATH-123	MATH IN MODERN SOCIETY	
MATH-147	COLLEGE ALGEBRA AND TRIGONOMETRY	
MATH-153	STATISTICAL REASONING	
MATH-170	CALCULUS I	
MATH-253	STATISTICAL METHODS FOR THE SCIENCES	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
MTHPT-137	MATH FOR TECHNOLOGY	
<b>Humanistic &amp; Artistic Ways of Knowing</b>		
Select one of the following:		6.00-8.00
<b>Literature</b>		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-260	NATIVE AMERICAN LITERATURE	
ENGL-261	MYTHOLOGIES	
<b>Arts</b>		
ART-100	INTRODUCTION TO ART	
HUM-101	THE ART AND HISTORY OF THE MOTION PICTURE	
HUM-150	INTRODUCTION TO THE ARTS	
MUS-101	SURVEY OF MUSIC	
MUS-102	MUSIC IN AMERICA	
MUS-150	WORLD MUSIC	
MUS-151	HISTORY OF MUSICAL THEATER	
MUS-152	HISTORY OF JAZZ AND POPULAR MUSIC STYLES	
THEA-101	SURVEY OF THE THEATER	
<b>Language</b>		
NP-101	NEZ PERCE LANGUAGE AND CULTURE	
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
<b>Scientific Ways of Knowing</b>		
Select one course from two disciplines; one lab		7.00-8.00
BIOF-100	INTRODUCTION TO BIOINFORMATICS	

BIOL-100	CONCEPTS OF BIOLOGY
BIOL-120	PLANTS AND PEOPLE
BIOL-123	BIOLOGY IN FILM
BIOL-175	HUMAN BIOLOGY
BIOL-227	HUMAN ANATOMY AND PHYSIOLOGY I
CHEM-100	CONCEPTS OF CHEMISTRY
CHEM-105	GENERAL, ORGANIC AND BIOCHEMISTRY
CHEM-111	PRINCIPLES OF CHEMISTRY I
CITPT-108	INTRODUCTION TO COMPUTER SCIENCE
CS-108	INTRODUCTION TO COMPUTER SCIENCE
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE
GEOL-101	PHYSICAL GEOLOGY
GEOL-120	INTRODUCTION TO EARTH SYSTEMS
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS
ID-240	INTEGRATED SCIENCE II
NS-140	INTEGRATED SCIENCE I
NS-150	INTRODUCTION TO NATURAL SCIENCES
NS-174	NATURAL SCIENCE FOR ELEMENTARY EDUCATOR
PHYS-111	GENERAL PHYSICS I
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS
PHYS-205	DESCRIPTIVE ASTRONOMY
PHYS-211	PHYSICS FOR SCIENTISTS AND ENGINEERS I

**Social & Behavioral Ways of Knowing**

Select one course from two disciplines: 6.00

ANTH-102	CULTURAL ANTHROPOLOGY
ANTH-120	WORLD PREHISTORY
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES
ECON-202	PRINCIPLES OF MICROECONOMICS
GEOG-102	INTRODUCTION TO GEOGRAPHY
HIST-101	WORLD HISTORY I
HIST-102	WORLD HISTORY II
HIST-111	UNITED STATES HISTORY I
HIST-112	UNITED STATES HISTORY II
HRPT-184	DIVERSITY IN ORGANIZATIONS
HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS
POLS-101	AMERICAN NATIONAL GOVERNMENT
POLS-237	INTERNATIONAL POLITICS
POLS-285	COMPARATIVE GOVERNMENT
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY
PSYC-205	LIFESPAN DEVELOPMENTAL PSYCHOLOGY
SOC-101	INTRODUCTION TO SOCIOLOGY
SOC-102	SOCIAL PROBLEMS
SS-184	DIVERSITY IN ORGANIZATIONS
SS-185	HUMAN RELATIONS IN ORGANIZATIONS

**Diversity**

Select one of the following: 3.00-4.00

ANTH-102	CULTURAL ANTHROPOLOGY
ANTH-120	WORLD PREHISTORY
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES
ANTH-360	RACE AND ETHNICITY
COMM-345	INTERCULTURAL COMMUNICATION
ENGL-258	INTERNATIONAL LITERATURE

ENGL-474	NATIVE AMERICAN WRITTEN LITERATURE
GEOG-102	INTRODUCTION TO GEOGRAPHY
HIST-101	WORLD HISTORY I
HIST-102	WORLD HISTORY II
HIST-111	UNITED STATES HISTORY I
HIST-112	UNITED STATES HISTORY II
HRPT-184	DIVERSITY IN ORGANIZATIONS
ID-300C	ETHICS AND IDENTITY
KIN-220	SOCIAL-CULTURAL ASPECTS OF SPORTS
NP-101	NEZ PERCE LANGUAGE AND CULTURE
NP-102	NEZ PERCE LANGUAGE AND HISTORY
POLS-285	COMPARATIVE GOVERNMENT
SOC-101	INTRODUCTION TO SOCIOLOGY
SPAN-101	ELEMENTARY SPANISH I
SPAN-102	ELEMENTARY SPANISH II
SPAN-201	INTERMEDIATE SPANISH I
SPAN-202	INTERMEDIATE SPANISH II
SS-184	DIVERSITY IN ORGANIZATIONS

**Integrative Seminar: Ethics & Values**

Select one of the following:	3.00
ID 300A - 300Z (see course descriptions for options)	
ID-301A	HELLS CANYON INSTITUTE

## Program Requirements

Code	Title	Credits
<b>Major Courses</b>		
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
BUS-101	INTRODUCTION TO BUSINESS	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
BUS-221	INTRODUCTION TO COMPUTERS/INFO SYSTEMS	3.00
<b>Upper Division Courses</b>		
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
<b>Business Electives</b>		
Select two from the following:		6.00
BUS-323	PROMOTION METHODS	
BUS-333	CONSUMER BEHAVIOR	
BUS-340	RETAIL MARKETING	
<b>Total Credits</b>		<b>24.00</b>

Students must earn at least a "C-" in all major courses.

Student must earn at least a 2.5 grade point average in all business courses combined, including accounting and economics

## Sequential Plan of Study

Course	Title	Credits
<b>First Year</b>		
<b>Fall</b>		
CORE	Mathematical Ways of Knowing	3.00
CORE	Oral Communication	3.00
CORE	Scientific Ways of Knowing	3.00
ENGL-101	WRITING AND RHETORIC I	3.00

PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	3.00
<b>Credits</b>		<b>15.00</b>
<b>Spring</b>		
BUS-101	INTRODUCTION TO BUSINESS	3.00
CORE	Diversity	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
ECON-201 or ECON-202	PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS	3.00
ENGL-102	WRITING AND RHETORIC II	3.00
<b>Credits</b>		<b>15.00</b>
<b>Second Year</b>		
<b>Fall</b>		
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
CORE	Scientific Ways of Knowing	4.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
<b>Credits</b>		<b>16.00</b>
<b>Spring</b>		
BUS-221	INTRODUCTION TO COMPUTERS/INFO SYSTEMS	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
CORE	Integrative Seminar: Ethics & Values	3.00
Program Requirement	BUS-323, BUS-333 or BUS-340	6.00
<b>Credits</b>		<b>15.00</b>
<b>Total Credits</b>		<b>61.00</b>

Graduates with an AS in Marketing go on to obtain careers in a variety of fields:

- Direct Marketing
- Marketing Assistant
- Marketing Assistant
- Retail Marketing
- Public Relations