



## BUSINESS MANAGEMENT - ACADEMIC PLANNER MARKETING EMPHASIS

Associate of Applied Science Degree: 10-102-3D  
 Campus: Beaver Dam; Fond du Lac; West Bend; Online  
 Curriculum for 2012-2013

5/2/2012

Program Advisor: \_\_\_\_\_

Entrance Assessment Scores		ACT	Accuplacer
Assessment Areas			
English/Sentence Skills		16	76
Reading/Reading Comprehension		16	67
Math/Arithmetic		16	64

✓	T/G	Course		Title	Hours / Week			Total		Prerequisites and/or Corequisites	Typically Offered			Comments	
		Subj	Num		Lec	Lab	Other	Hours	Credits		S	F	SP		
<b>Institutional Requirements:</b>															
		890	125	Student Success - take 1st term								x	x	x	
		103	159	Computer Literacy - Advanced Standing or take 1st term								x	x	x	
		890	130	Career Development - take 3rd term								x	x	x	
<b>Term 1:</b>											<b>S</b>	<b>F</b>	<b>SP</b>		
<b>New Program Students: Attend New Student Orientation and your Priority Registration Session</b>															
	T	102	110	Introduction to Business			3			54	3		x	x	x
	T	102	135	Business Technology and Innovation			3			54	3			x	x
	T	104	102	Marketing Principles			2	2		72	3	Completion of or concurrent enrollment in 102-110 Introduction to Business			
	T	196	189	Team Building and Problem Solving			3			54	3		x	x	x
	G	801	195	Written Communication			3			54	3		x	x	x
	G	804	107	College Mathematics			3			54	3		x	x	x
<b>Total 1st Term Credits</b>															<b>18</b>
<b>Term 2:</b>											<b>S</b>	<b>F</b>	<b>SP</b>		
	T	102	120	Principles of Management			3			54	3	Completion of or concurrent enrollment in 102-110 Introduction to Business			
	T	104	120	Introduction to Digital Marketing			3			54	3			x	x
	T	104	140	Integrated Marketing Communications			3			54	3	104-102 Marketing Principles			
	T	105	160	Business Law			3			54	3		x	x	x
	G	801	196	Oral/Interpersonal Communication			3			54	3		x	x	x
	G	809	196	Intro to Sociology			3			54	3	801-195 Written Communication			
<b>Total 2nd Term Credits</b>															<b>18</b>

✓	Course			Hours / Week			Total		Prerequisites and/or Corequisites	Typically Offered			Comments	
	T/G	Subj	Num	Lec	Lab	Other	Hours	Credits		S	F	SP		
<b>Term 3:</b>											<b>S</b>	<b>F</b>	<b>SP</b>	
	T	101	184	Principles of Accounting	2	2		72	3			x	x	
	T	102	101	Customer Service Essentials	3			54	3	Completion of or concurrent enrollment in 103-159 Computer Literacy		x	x	
	T	104	105	Selling	3			54	3					
	T	106	111	Business Communication	3			54	3	801-195 Written Communication		x	x	
	G	809	166	Intro to Ethics: Theory & Application	3			54	3	801-195 Written Communication	x	x	x	
				<b>Total 3rd Term Credits</b>					<b>15</b>					
<b>Term 4:</b>											<b>S</b>	<b>F</b>	<b>SP</b>	
				<b>Apply for Graduation (which includes a \$30 graduation fee)</b>										
	T	104	107	Merchandise Management	3			54	3					
	T	105	140	Business Decision Making	2	2		72	3	101-184 Principles of Accounting or 101-108 Accounting for Non-Accountants; 104-102 Marketing Principles		x	x	
	T	105	150	Business Practice Firm*	2	2		72	3	Completion of 30 program credits or sophomore status				
	G	809	195	Economics	3			54	3	801-195 Written Communication	x	x	x	
	G	809	199	Psychology of Human Relations	3			54	3		x	x	x	
				<b>Total 4th Term Credits</b>					<b>15</b>					
				<b>Total Program Credits</b>					<b>66</b>					
<b>*Successful completion of 105-150 Business Practice Firm is the exit assessment graduation requirement for the program.</b>														

T/G: T - Technical Studies course; G - General Studies course

Semester Codes: S-Summer; F-Fall; SP-Spring

Curriculum and program acceptance requirements are subject to change.

If Student Success Center or General College courses (ie: 831-103 Intro to College Writing, 838-104 Intro to College Reading, 834-109 Pre-Algebra) are required based on college placement; or if the student elects part-time enrollment, the time required to complete the program will increase.

For a complete list of course descriptions for this program, please consult the College Catalog at <http://www.morainepark.edu/MPTCCatalog>.