



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 2013-2014

12/4/2012

Program Advisor: _____

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

✓	Course		Title	Hours / Week			Total		Prerequisites and/or Corequisites	Typically Offered			Comments
	T/G	Subj Num		Lec	Lab	Other	Hours	Credits		S	F	SP	
Term 1:										S	F	SP	
New Program Students: Attend New Student Orientation and your Priority Registration Session													
	T	102 110	Introduction to Business	3			54	3	Completion of or concurrent enrollment in 890-101 College 101	x	x	x	
	T	102 135	Business Technology and Innovation	3			54	3	Completion of or concurrent enrollment in 103-159 Computer Literacy - Microsoft Office		x	x	
		103 159	**Computer Literacy - Microsoft Office		2		36	1		x	x	x	**Institutional Requirement. May be eligible for Advanced Standing.
	T	104 102	Marketing Principles	2	2		72	3	Completion of or concurrent enrollment in 102-110 Introduction to Business		x	x	
	T	196 189	Team Building and Problem Solving	3			54	3		x	x	x	
	G	801 136	English Composition 1	3			54	3		x	x	x	
		890 101	**College 101	2			36	2		x	x	x	**Institutional Requirement
Total 1st Term Credits								18					
Term 2:										S	F	SP	
	T	102 120	Principles of Management	3			54	3	Completion of or concurrent enrollment in 102-110 Introduction to Business		x	x	
	T	104 120	Introduction to Digital Marketing	3			54	3					
	T	104 140	Integrated Marketing Communications	3			54	3	104-102 Marketing Principles		x	x	
	T	105 160	Business Law	3			54	3		x	x	x	
	G	801 196	Oral and Interpersonal Communication	3			54	3		x	x	x	
	G	809 196	Introduction to Sociology	3			54	3	801-136 English Composition 1	x	x	x	
Total 2nd Term Credits								18					

✓	T/G	Course		Title	Hours / Week			Total		Prerequisites and/or Corequisites	Typically Offered			Comments	
		Subj	Num		Lec	Lab	Other	Hours	Credits		S	F	SP		
Term 3:											S	F	SP		
	T	101	184	Principles of Accounting	2	2		72	3			x	x		
	T	102	101	Customer Service Essentials	3			54	3			x	x		
	T	104	105	Selling	3			54	3						
	T	106	111	Business Communication	3			54	3	801-136 English Composition 1		x	x		
	G	804	107	College Mathematics	3			54	3		x	x	x		
	G	809	166	Introduction to Ethics: Theory and Application	3			54	3	801-136 English Composition 1	x	x	x		
				Total 3rd Term Credits					18						
Term 4:											S	F	SP		
				Apply for Graduation (which includes a \$30 graduation fee)											
	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* (or)	2	2		72	3	Completion of 45 program credits or sophomore status		x	x		
	T	105	151	International Business Practice Firm* (or)	2	2		72		Completion of 45 program credits or sophomore status		x	x		
	T	105	152	Business Practicum*	2	2		72		Completion of 45 program credits or sophomore status		x	x		
	G	809	195	Economics	3			54	3	801-136 English Composition 1	x	x	x		
	G	809	199	Psychology of Human Relations	3			54	3		x	x	x		
				Total 4th Term Credits					15						
				Total Program Credits and Institutional Requirements						69					
**The credits for 103-159 Computer Literacy-Microsoft Office and 890-101 College 101 are Institutional Requirements for graduation. Consequently, they are not part of the program credit requirements.															
*Successful completion of checklist/rubric is the exit assessment graduation requirement for this program.															

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>.