



Business Management - Academic Planner Marketing

Associate of Applied Science Degree: 10-102-3D
Campus: Beaver Dam; Fond du Lac; West Bend; Online
Curriculum for 2015-2016

12/1/2014

Program Advisor: _____

✓	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 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	**Institutional Requirement. May be eligible for Advanced Standing.
		103	159	**Computer Literacy - Microsoft Office		2		36	1		x	x	x	
	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					15					
				Term 2:							S	F	SP	
	T	101	184	Principles of Accounting	2	2		72	3			x	x	
	T	102	120	Principles of Management	3			54	3	Completion of or concurrent enrollment in 102-110 Introduction to Business		x	x	
	T	104	140	Integrated Marketing Communications	3			54	3	104-102 Marketing Principles			x	
	T	105	160	Business Law	3			54	3			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	102	115	Business Relations	3			54	3			x	x	
	T	104	105	Selling	3			54	3			x		
	T	104	120	Introduction to Digital Marketing	3			54	3			x		
	T	106	111	Business Communications	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 when completing Term 4 registration.										
	T	104	107	Merchandising Management	3			54	3				x	
	T	105	140	Business Decision Making*	2	2		72	3	101-184 Principles of Accounting; 104-102 Marketing Principles		x	x	
	T	105	150	Business Practice Firm* (or)	2	2		72	3	106-111 Business Communications		x	x	
	T	105	151	International Business Practice Firm* (or)	2	2		72		106-111 Business Communications		x	x	
	T	105	152	Business Practicum*	2	2		72		106-111 Business Communications		x	x	
	T	105	158	Personal Brand	2			36	2	106-111 Business Communications			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					17					
				Total Program Credits and Institutional Requirements										
				**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 105-140 Business Decision Making, plus one of the following courses: 105-150 Business Practice Firm, 105-151 International Business Practice Firm or 105-152 Business Practicum 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 Introduction to College Writing, 838-105 Introduction to Reading and Study Skills, 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>.