

**THIS IS A CAREER DEGREE.  
IT IS NOT DESIGNED TO TRANSFER TO A FOUR YEAR UNIVERSITY.**

**Danville Area Community College  
2014-2015**

## Marketing

Associate in Applied Science

This program is designed to give an individual a variety of career options such as Customer Service, Sales, Telemarketing, Marketing, Retail Sales, Hospitality, Advertising, Travel & Tourism, and Management. This is an occupational program typically not designed to transfer; however, this program has been articulated to some senior institutions. Please contact a counselor for specific details.

***First time degree seeking students must complete INST101, Success in College, as a requirement for graduation.***

REQUIRED COURSES	HOURS	F,S,I,SU	GRADE
<b>First Semester</b>			
BMGT 117 Principles of Marketing	4		
BMGT 103 Customer Service	2		
BMGT 104 Interpersonal Relationships	3		
# BOFF 228 Intro to Word (pre: BOFF 130)	2		
Math Elective	3		
* Communications Elective	3		
Total	17		
<b>Second Semester</b>			
BMGT 201 Promotional Strategy	3		
BMGT 217 Principles of Retailing	3		
BMGT 160 Entrepreneurial Skills	3		
# BOFF 127 Intro to PowerPoint (pre: BOFF 130)	2		
BOFF 180 Layout & Design	2		
BOFF 219 Publisher	2		
Communication Elective	3		
Total	18		
<b>Third Semester</b>			
BMGT 115 Trade Shows, Events and Meetings	3		
BMGT 213 Principles of Advertising (pre: BOFF 180, BMGT 117 or consent of instructor)	3		
BMGT 244 Direct Marketing (pre: BMGT 117)	2		
BOFF 255 Digital Presentations (pre: BOFF 127)	3		
Business Core Elective (see approved list)	3		
Humanities Elective	3		
Total	17		
<b>Fourth Semester</b>			
BMGT 118 Professional Selling	3		
BOFF 265 E-Communications	3		
* CECN 108 Elements of Economics	3		
Business Core Elective (see approved list)	9		
Total	18		
Total Hours	70		

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Marketing (continued)

	HOURS	F,S,I,SU	GRADE
<b>**Approved Business Core Electives</b>			
BMGT 114 Principles of Management	3		
BMGT 212 Human Resource Management	3		
BMGT 106 Supervisory Training	3		
CACC 101 Financial Accounting	3		
BACC 120 Principles of Finance	3		
BOFF 217 InDesign (pre: BOFF 130, BOFF 180)	3		
CBUS 104 Intro to Business	3		

# Prerequisite: BOFF 130 Windows class (or concurrent enrollment) or a qualifying score on the Windows Placement Test.

\* General Education.

See list of Human Relations requirements.

Enrollment in developmental classes may increase the length of time it takes to complete an associate degree.

Placement in typing courses will depend on demonstrated proficiency.