

## Marketing

ASSOCIATE OF APPLIED SCIENCE DEGREE (AAS)

REQUIRED CREDITS: 61

DEGREE CODE: MKTNG-AAS

**DESCRIPTION**

This degree prepares students for careers in advertising, retail sales, and marketing. The program includes a comprehensive exposure to marketing principles and business related issues.

**STUDENT LEARNING OUTCOMES**

- Explain current marketing, merchandising, and retail management theories and how they apply to organizational settings.
- Apply marketing and merchandising strategies to real-life retail settings.
- Explain the characteristics of marketing and merchandising plans used in retail establishments.
- Demonstrate the latest techniques and trends in marketing and merchandising practices.

**PLEASE NOTE** - The courses listed below may require a prerequisite or corequisite. Read course descriptions before registering for classes. All MATH and ENG courses numbered 01-99 must be completed before reaching 30 total college-level credits. No course under 100-level counts toward degree completion.

**GENERAL EDUCATION REQUIREMENTS (22 CREDITS)****MATHEMATICS (3 credits)**

BUS 109B; or MATH 104B or above (except MATH 122, 123)

**ENGLISH COMPOSITION (3-5 credits)**

See AAS policy p. 46 for courses

**COMMUNICATIONS (3 credits)**

COM 101, 102, 115, 215; ENG 102, 114, 205; JOUR 102; THTR 105

**HUMAN RELATIONS (3 credits)**

ALS 101; ANTH 101, 112, 201, 205; ECE 202; HIST 105, 106, 107, 150, 151, 210, 247, 260; HMS 130, 135B, 265B; MGT 100B; PHIL 135, 210, 216, 245; PSC 201; PSY 101, 102, 207, 208, 261; SOC 101 or above; WMST 113

**NATURAL SCIENCE (3 credits)**

See AAS policy p. 47 for courses

**FINE ARTS/HUMANITIES/SOCIAL SCIENCES (3 credits)**

AM 145 or above; ANTH 101 or above (except 102); ART 101 or above; CRJ 104; DAN 101; ECON 100 or above; ENG 223 or above; GEOG 106; International Languages 101B or above; MUS 101 or above; PHIL 101 or above; PSC 101 or above; PSY 101 or above; SOC 101 or above; THTR 100 or above; WMST 113

**U.S. AND NEVADA CONSTITUTIONS (4-6 credits)**

See AAS policy p. 47 for courses

**SPECIAL PROGRAM REQUIREMENTS (39 CREDITS)****CORE REQUIREMENTS (30 credits)**

BUS 101	Introduction to Business	3
IS 101	Introduction to Information Systems	3
MGT 201	Principles of Management	3
MKT 123	Sales Promotion	3
MKT 127	Introduction to Retailing	3
MKT 132	Sales Management	3
MKT 210	Marketing Principles	3
MKT 211	Introduction to Professional Sales	3
MKT 250	Introduction to International Marketing	3
MKT 261	Introduction to Public Relations	3

**ELECTIVES (choose 9 credits)**

ACC 135B	Bookkeeping I	3
ACC 201	Financial Accounting	3
BUS 102B	Entrepreneurship and Innovation	3
BUS 106B	Business English	3
BUS 107	Business Speech Communication	3
BUS 108	Business Letters and Reports	3
BUS 271	Introduction to Employment Law	3
BUS 273	Business Law I	3
BUS 274	Business Law II	3
BUS 280B	Legal Aspects of International Business	1-3
BUS 290B	Internship in Business	3
MGT 103	Introduction to Small Business Management	3
MGT 212	Leadership and Human Relations	3
MGT 235	Organizational Behavior	3
MGT 283	Introduction to Human Resources Management	3
MGT 284B	Introduction to International Management	3
MGT 294B	Seminar in Management	3

See Degree Plan on next page.

- NOTE**
- Course numbers with the “B” suffix may be non-transferable for a NSHE baccalaureate degree.
  - Course numbers with the “H” suffix are designated Honors-level courses and can be used to fulfill equivalent general education requirements. For more information visit [www.csn.edu/honors](http://www.csn.edu/honors).
  - In no case, may one course be used to meet more than one requirement except for the Values and Diversity general education requirement (only AA, AS, and AB degrees) which may be used to fulfill the corresponding general education or emphasis requirement.
  - Students may elect to graduate using the degree requirements in effect at the time of matriculation, or when they declared or changed major or the current catalog. If a program is official after a student has matriculated, the student may choose the degree requirements of the new program. In no case may a student use a catalog which is more than six years old at the time of graduation.



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**FULL-TIME STUDENT DEGREE PLAN**

*Plan can be modified to fit the needs of part-time students by adding more semesters.*

<b>FIRST SEMESTER</b>	<b>Credits</b>
Complete Mathematics (see courses previous page)	3
ENG 100 or 101 or 107 or 113	3-5
Complete Communications (see courses previous page)	3
Complete Human Relations (see courses previous page)	3
IS 101 Introduction to Information Systems	3
<b>TOTAL CREDITS.....</b>	<b>15-17</b>

<b>SECOND SEMESTER</b>	<b>Credits</b>
Complete AAS US/Nevada Constitutions <sup>1</sup> p. 47	4-6
BUS 101 Introduction to Business	3
MKT 123 Sales Promotions	3
MKT 127 Introduction to Retailing	3
Complete Electives (see courses previous page)	3
<b>TOTAL CREDITS.....</b>	<b>16-18</b>

<b>THIRD SEMESTER</b>	<b>Credits</b>
Complete AAS Natural Science p.47	3
MKT 132 Sales Management	3
MGT 201 Principles of Management	3
MKT 210 Marketing Principles	3
Complete Electives (see courses previous page)	3
<b>TOTAL CREDITS.....</b>	<b>15</b>

<b>FOURTH SEMESTER</b>	<b>Credits</b>
Complete Fine Arts/Humanities/Social Science (see courses previous page)	3
MKT 211 Introduction to Professional Sales	3
MKT 250 Introduction to International Marketing	3
MKT 261 Introduction to Public Relations	3
Complete Electives (see courses previous page)	3
<b>TOTAL CREDITS.....</b>	<b>15</b>

**DEGREE PLAN TOTAL CREDITS..... 61-65**

<sup>1</sup>PSC 101 satisfies this requirement at 4 credits. If the HIST option is chosen, complete HIST 101 or 111 in the second semester and HIST 102 or 217 in the third or fourth semester.

