



Marketing Management A.A.S.

Advisor – Wallace Drive Campus: Jamie Payton (256.549.8347) jpayton@gadsdenstate.edu;
 Angela Waits (256.549.8342) awaita@gadsdenstate.edu; James Yohe (256.439.6859) jyohe@gadsdenstate.edu

		STUDENT PROGRESS	
		<u>Grade</u>	<u>Term Completed</u>
Area I – Written Composition:	6		
• ENG 101 - English Composition I	3		
• ENG 102 - English Composition II	3		
Area II - Humanities and Fine Arts:	3		
• Humanities OR Fine Arts*	3		
Area III – Natural Sciences and Mathematics:	7		
• MTH 116 - Mathematical Applications	3		
• Natural Science	4		
Area IV – History, Social and Behavioral Sciences:	3		
• PSY 200 - General Psychology	3		
Area V – Pre-Professional, Pre-Major and Electives:	49		
• BUS 100 - Introduction to Business	3		
• BUS 146 - Personal Finance	3		
• BUS 186 - Elements of Supervision.....	3		
• BUS 241 - Principles of Accounting I	3		
• BUS 263 - The Legal and Social Environment of Business	3		
• BUS 276 - Human Resource Management.....	3		
• BUS 291 - Alternating Business Co-Op I OR BUS 296 - Business Internship I	3		
• CIS 146 - Microcomputer Applications.....	3		
• MKT 122 - Visual Merchandising	3		
• MKT 123 - Fundamentals of Selling.....	3		
• MST 209 - Physical Supply and Distribution Management	3		
• MKT 220 - Advertising and Sales Promotion	3		
• MKT 221 - Consumer Behavior	3		
• MST 223 - Special Studies in Personnel Administration.....	3		
• MST 225 - Special Studies in Business Management	3		
• ORI 101 - Orientation to College.....	1		
• SPH 106 – Fundamentals of Oral Communication	3		
Total Hours Required for Degree:	68		

***Note:** Humanities and Fine Arts disciplines include but are not limited to the following: Literature, Ethnic Studies, Art and Art History, Foreign Language Literature, Music and Music History, Philosophy, Ethics, Religious Studies, Theater, and Dance.