



## Marketing Management A.A.S.

**Advisor – East Broad Campus:** Jamie Payton (256.549.8347) [jpayton@gadsdenstate.edu](mailto:jpayton@gadsdenstate.edu);  
 Angela Waits (256.549.8342) [await@gadsdenstate.edu](mailto:await@gadsdenstate.edu); James Yohe (256.439.6859) [jyohe@gadsdenstate.edu](mailto:jyohe@gadsdenstate.edu)

		<b>STUDENT PROGRESS</b>	
		<u>Grade</u>	<u>Term Completed</u>
<b>Area I – Written Composition:</b> .....	<b>6</b>		
• ENG 101 - English Composition I .....	3		
• ENG 102 - English Composition II .....	3		
<b>Area II - Humanities and Fine Arts:</b> .....	<b>3</b>		
• Humanities/Fine Arts* .....	3		
<b>Area III – Natural Sciences and Mathematics:</b> .....	<b>7</b>		
• MTH 116 - Mathematical Applications .....	3		
• Natural Science .....	4		
<b>Area IV – History, Social and Behavioral Sciences:</b> .....	<b>3</b>		
• PSY 200 - General Psychology .....	3		
<b>Area V – Pre-Professional, Pre-Major and Electives:</b> .....	<b>49</b>		
• 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 <b>OR</b>			
• 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		
<b>Total Hours Required for Degree:</b> .....	<b>68</b>		

\***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.