

**ASSOCIATE OF APPLIED SCIENCE
MARKETING 2002-2003**

General Information:

1. Degree Policies and Procedures are on page 33 of the Catalog or visit www.CCAurora.edu.
2. If you plan on transferring to another institution, contact an advisor before registering.
3. See the back page for more information.

English– 4 credits from the following:

ENG 121 English Composition I	3 cr.
ENG 188 English Comp I Practicum	1 cr.
OR	
BUS 217 Bus Comm. & Report Wtg.	3 cr.
BUS 288 Bus Comm. Practicum	1 cr.

Mathematics or Science– 3 credits: Choose any AST-Astronomy, BIO-Biology, CHE-Chemistry, GEY-Geology, MAT-Math 121 or higher, or PHY-Physics.

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Social and Behavioral Sciences – 9 credits: Choose from ANT-Anthropology, GEO-Geography, HIS- History, POS-Political Science, PSY-Psychology, SOC-Sociology, WMS-Women’s Studies **and the two ECO courses below.**

ECO 201 Principles of Macroeconomics	3 cr.
ECO 202 Principles of Microeconomics	3 cr.
PSY 270 Recommended	3 cr.

Humanities – 3 credits: choose from ART-Art, COM-Communication, Foreign Language 111 or higher, HUM-Humanities, JOURNALISM, LIT-Literature, MUS-Music, PHI-Philosophy, SPE-Speech, THE-Theatre.

SPE 115 or SPE 125 Recommended	3 cr.
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Marketing Degree Requirements – 29 credits

ACC 121 Principles of Accounting I	4 cr.
ACC 123 Prin. of Acct I Recitation	1 cr.
BUS 115 Intro to Business	3 cr.
BUS 216 Legal Environment of Bus.	3 cr.
CIS 105 Introduction to the PC	1 cr.
CIS 115 Intro to Comp. Info. Systems	3 cr.
CIS 188 Intro to CIS Practicum	1 cr.
MAN 226 Principles of Management	3 cr.
MAR 108 Personal Selling	3 cr.
MAR 120 Customer Service	1 cr.
MAR 220 Advertising and Promotion	3 cr.
MAR 216 Principles of Marketing	3 cr.

General Marketing Emphasis –12 credits:

MAN 260 Fin. Dec. Making for Mgrs	3 cr.
MAR 215 Retail Management	3 cr.
MAR 226 Principles of Purchasing	3 cr.
MAR 240 International Marketing	3 cr.

Degree Electives – Choose 6 credits from: business, computer information systems, management, marketing, or real estate.

_____ **Total General Education - 19 credits**

_____ **Total Degree Requirements -29 credits**

_____ **Total General Marketing Emphasis - 12 credits**

_____ **Total Degree Electives - 6 credits**

_____ **Total Required - 66 credits**

TRANSFER INFORMATION

This degree prepares students for entry-level employment in a given occupation or for upgrading or stabilizing employment. This degree is not intended to transfer to baccalaureate degree programs, however certain courses and degrees may be accepted toward a bachelor’s degree at certain institutions.

COLLEGE PREP COURSES

Each course is 3 credits except where indicated.

ACT Score	SAT Score	Accu-Placer	English:
15		0-39	ENG 030 Basic Writing Skills, 2 cr
16		40-59	ENG 060 Writing Fundamentals
17		60-85	ENG 090 Basic Composition
18	450	86+	ENG 121 English Composition I
			Reading:
16		0-59	REA 060 Foundations of Reading
17		60-82	REA 090 College Prep Reading
			Math:
15		0-44 ar	MAT 030 Fund. Of Math, 2 cr.
16		45-60 ar	MAT 060 Pre-Algebra
17		40-54 ea	MAT 090 Intro. Algebra, 4 cr .
18		55+ ea	MAT 109 Survey of Algebra, 4 cr.
19	440	72+ ea	MAT 121 College Algebra, 4 cr.

ENGLISH AS A SECOND LANGUAGE

Accu-Placer		
	ESL 021 Basic Grammar/Writing	1-5 cr.
	ESL 022 Intermediate Grammar	3-5 cr.
	ESL 023 Advanced Grammar	3 cr.
	ESL 031 Basic Conversation	1-5 cr.
	ESL 032 Intermediate Conversation	3-5 cr.
	ESL 041 Basic Reading	1-5 cr.
	ESL 042 Intermediate Reading	2-4 cr.

STUDY SKILLS CLASSES

COM 121 College Survival Skills	3 cr.
PSY 109 Career Development	1-3 cr.
STS 060 Learning Success Strategies	1-3 cr.



SCHEDULING SUGGESTIONS

1. Register for your assessment or ACT placement recommended classes the first semester.
2. Take English classes early in your program. They'll help you with all of your other classes!
3. See your advisor about balancing your workload with credit load.
4. If you want to graduate in two years, take a minimum of fifteen college-level credits per semester.
5. Transfer and financial aid students should consult an advisor before registering.

IMPORTANT PHONE NUMBERS:

Admissions & Registration	303 360-4713
Financial Aid	303 360-4709
Advising	303 360-4797
Learning Resource Center	303 360-4736
Business Office	303 360-4763
Bookstore	303 360-4774
Lowry Campus One-Stop	303 340-7093

ONLINE AND HYBRID CLASSES

Many of the classes in this degree can be taken “**online**” or “**hybrid**” (a combination of alternative and in-classroom instruction). Symbols in the semester schedule indicate which classes are offered in either format.

Online/Hybrid Course Information:

<http://www.CCAurora.edu>

Our Website Has The Following Information:

- College Catalog and Semester Schedule
- Online Registration and Online Courses
- Financial Aid, Advising, and much more.

STUDENT CHECKLIST

___ **Application** – Apply in person or online at www.CCAurora.edu. Call for more info: 303-360-4700.

___ **Financial Aid** – To apply for grants, loans, scholarships, fill out a FAFSA form available in the Financial Aid Office or online at www.fafsa.ed.gov. Call for more info: 303-360-4709.

___ **Assessment** – All new students are required to take the basic skills assessment for placement into the appropriate English, reading and math courses. Assessment may be waived for certain students with ACT / SAT scores, completed degrees, are non-degree seeking or meet enrichment status, and for some transfer students. Call for more info: 303-360-4736.

___ **Residence Hall** – Request more information on dorm room and board at Lowry by calling 303-340-7001.

___ **Advising** – Contact an academic advisor to discuss goals and degree program requirements. Call for more info: CTC: 303-360-4797 or LC903: 303-340-7093.

___ **PIN** – Select a PIN number to access your student records at the Advising Center or Admissions and Records. Call for more info: CTC: 303-360-4797 or LC903: 303-340-7093.

___ **Registration** – Once you have selected your classes, and have your PIN number, register online at www.CCAurora.edu, by phone at 303-825-2747 or on-site at CTC or LC903. For more info: call CTC: 303-360-4700 or LC903: 303-340-7090.

___ **Payment** - Tuition must be paid by the due date. You may sign a promissory note with the business office. For more info: call 303 360-4763.

___ **Attend class!** If you want to change your schedule, complete a Drop-Add form. Note: If you are receiving Financial Aid notify them of any drops to your schedule. It may affect your award! For more info: call 303-360-4713.

Instructional VP and Deans:

Norine Domenico, Vice President of Instruction
Bob Fulcomer, Dean of Business, Math, & Computers
Lewis Schlossinger, Dept. Chair, Mktg & Mgmt
Libby Broughton, Transfer Advisor