



**Bachelor of Applied Science in
Business Administration:
Marketing**

	Degree Requirements	Required Quarter Hours	CCAF/GEN Education Transfer Credits	Courses to take at GMC
Area A1	WRITTEN COMMUNICATION			
	English Composition I (ENG 101)	5	5	-
	English Composition II (ENG 102)	5	-	-
Area A2	QUANTITATIVE REASONING			
	Quantitative Reasoning (MAT 103), College Algebra (MAT 109/109S), Pre-Calculus (MAT 112), or Calculus I (MAT 201)	5/6	5/6	-
Area B	INSTITUTIONAL PRIORITY			
	LDR 101 LDR 201	3 3	-	3
Area C	HUMANITIES			
	ENG 201 or ENG 202	5	5	-
Area D	NATURAL SCIENCES, MATHEMATICS, AND TECHNOLOGY			
	Statistics (MAT 200)	5	-	-
	One course from: AST, BIO (105/115/123/124/140/141/211/212/255), CHE, CIS (110/120/210), GSC, MAT (112 or higher, except 208), PHY, or PSC. CIS 110 recommended.	5/6	-	-
Area E	SOCIAL SCIENCES			
	American History I or II (HIS 121 or 122)	5	-	-
	Introduction to American Government (PLS 101)	5	-	-
	Macroeconomics (ECO 201) or Microeconomics (ECO 202)	5	5	-
CORE HOURS		51/53	Up to 45/46	Up to 48/49
Area F	TECHNICAL/OCCUPATIONAL COURSES			
	ACC 201 Principles of Accounting I	5		
	ACC 202 Principles of Accounting II	5		
	BUS 204 Business Communications	5		
	BUS 206 Legal Environment of Business	5		
	MGT 210 Introduction to Management and Organization	5		
	Transfer credit from AAS/AA/AS (if applicable) or approved GMC courses from: ART 195/205, BUS (any 100/200 level), CIS (any 100/200 level), COM (any 200 level), ECO 201/202, MGT (any 200 level), PLS 215	29		
	Total for Area F	54		



**Bachelor of Applied Science in
Business Administration:
Marketing**

	Degree Requirements	Required Quarter Hours	CCAF/GEN Education Transfer Credits	Courses to take at GMC
AREA G	BSM 300 Principles of Management and Organizations	5	-	5
	BSM 310 Managerial Accounting	5	-	5
	BSM 315 Advanced Business Communications	5	-	5
	BSM 350 Leadership and Management Practices	5	-	5
	BSM 400 Management Information Systems	5	-	5
	BSM 410 Financial Management	5	-	5
	BSM 470 Project Management	5	-	5
	BSM 480 Strategic Management	5	-	5
TOTAL FOR AREA G		40	-	40
AREA H	MKT 400 Consumer Behavior	5	-	5
	MKT 410 Integrated Marketing Communications	5	-	5
	MKT 420 Research and Analytics	5	-	5
	MKT 460 Marketing for Managers	5	-	5
	MKT 490 Capstone: Marketing	5	-	5
	Two courses from: BSM 320, Organizational Behavior; BSM 325, Organizational Development; BSM 340, Operations Management; BSM 355, Organizational Leadership; BSM 420, Quality Management Systems; BSM 450, Team Management; MKT 430, Advanced Digital and Social Media Marketing	10	-	10
TOTAL FOR AREA H		35	-	35
300/400 LEVEL		75	0	75
TOTAL HOURS FOR BAS DEGREE PROGRAM		180/182	60	120/122