

Austin Community College
Associate of Applied Science
Marketing
Years 1 & 2

Austin Degree Requirements	Cr.
Semester I	
ENGL1301 English Composition I	3
ENGL2342 Intro to Literature I	3
ECON2301 Principles of Macroeconomics	3
EDUC1300 Effective Learning: Strategies for	3
MRKG1311 Principles of Marketing	3
Semester II	
COSC1301 Introduction to Computing	3
MRKG1302 Principles of Retailing	3
MRKG2333 Principles of Selling	3
ACCT2301 Principles of Accounting I-Fin.	3
MATH1324 Elementary Statistics	3
Semester III	
COMM2327 Principles of Advertising	3
ECON2302 Principles of Microeconomics	3
ACCT2302 Principles of Accounting II	3
BUSG1304 Intro to Financial Advising	3
MRKG1313 Public Relations	3
Semester IV	
MRKG2371 Consumer Behavior	3
BMGT1327 Principles of Management	3
BUSG1303 Principles of Finance	3
Marketing Elective	3
MRKG2388 or MRKG2348	3
Total Credit Hours @ Austin CC	60

The following ACC courses will complete core degree requirements at Park University: Courses highlighted in yellow.

- ECON2301 = EC141
- ECON2302 = EC142
- MRKG1311 = MK351
- ACCT2301 = AC201
- ACCT 2302 = AC202
- BUSI2371 = MA120
- COSC1301 = CS140

Park University
Bachelor of Science
Management- Marketing
Years 3 & 4

Liberal Education & Degree Core	Cr.
EN106 First Year Writing Seminar II	3
EN306 Professional Writing in Discipline	3
LE300 Seminar in I & I Thinking	3
Science with a Lab	4
Natural Science: BI214 or NS241	3
Humanities: AR115, 216; CA104, 115; EN234	3
Social Science Electives (pick 2): AN100; EDU210; HIS104, 105; PO200, 201; PS121	6
Degree Core	
AC201 Principles of Financial Accounting	
AC202 Principles of Managerial Accounting	
CS140 Intro to Computers	
EC141 Principles of Macroeconomics	
EC142 Principles of Microeconomics	
EC315 Quantitative Research Methods	3
FI360 Financial Management	3
IB315 International Business Perspectives	3
MA120 Basic Concepts of Statistics or MA171 Finite Math	
MG260 Business Law I	3
MG371 Management and Org. Behavior	3
MG495 Business Policy	3
MK351 Principles of Marketing	
Marketing Requirements	
MK385 Consumer Behavior	3
MK411 Marketing Management	3
MK453 Marketing Research & Information Systems.	3
Choose any 4 courses listed below: MK369, 380, 386, 389, 395, 401, 455, 463, 491; AR218, 318; LG312	12
Total Credits @ Park	64
Total Credits Required	124

Up to 75 credits from Austin CC may be applied towards Graduation requirements at Park University. Residency requirement of 30 hrs. at Park w/ 15 hrs. in major core.

2016-2017