

**Edison Community College  
Associates of Applied Business  
Marketing/Sales Option  
Years 1 & 2**

**Park University  
Park University  
Bachelor of Science  
Management/Marketing  
Years 3 & 4**

*First Semester*

MKT101S Introduction to Marketing	1
BUS110S Introduction to Business	3
CIT110S Personal Computer/ Applications	3
ECO120S Fundamentals of Economics	3
ENG121S Composition	3
NET100S Introduction to Internet	1
PSY121S Introduction to Psychology	3

*Second Semester*

MKT112S Salesmanship/Sales Management	3
MKT216S Principles of Marketing	3
ACC114S Principles of Accounting I	3
COM120S Effective Communication	3
Humanities elective	3

*Third Semester*

MKT113S Retailing <b>OR</b>	
MKT231S E-Marketing	3
MKT217S Consumer Behavior	3
MKT218S Customer Service	1
BUS115S Business Math	3
BUS123S Business Writing	3
BUS221S Principles of Management	3
ACC115S Principles of Accounting II	3

*Fourth Semester*

MKT219S Advertising	3
MKT233S Marketing Management	3
BUS232S Business Law I	4
MTH125S General Statistics	3
MKT291L Marketing Internship Experience	
<b>And</b>	
MKT291R Marketing Internship Seminar <b>OR</b>	
ECO221S Principles of Microeconomics	3
ECO222S Principles of Macroeconomics	3

*General Education*

EN106 First Year Writing Seminar I:	3
Writing Competency Test	P
LE300 Integrative/Interdisciplinary Learning	3
Upper Division Electives	3
Electives	8

*Core*

EC315 Quantitative Research Methods	3
FI360 Principles of Finance	3
MA261 Business Law II	3
MG352 Principles of Management	3
MG365 Organizational Behavior	3
MG495 Business Policy	3
MK395 International Marketing	3
MK401 Sales Management	3
MK411 Marketing Management	3
MK455 Promotional Policies/Strategies	3
MK491 Seminar in Marketing	3
	50

Total 120 hours

2010-2011