

**Lake Region State College  
Associate of Applied Science  
Marketing/Merchandising  
Years 1 & 2**

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

ACCT200 Elements of Accounting I	3	<i>General Education</i>	
ACCT201 Elements of Accounting I	3	Writing Competency Test	P
BADM201 Principles of Marketing	3	EN306 Professional Writing in Discipline	3
BADM202 Principles of Management	3	Upper Division Electives	3
BADM204 Fundamentals of Buying	3	Electives	8
BADM210 Advertising I	3		
BADM211 Advertising II	3	<i>Core Courses</i>	
BADM216 Visual Merchandising	3	EC141 Principles of Macroeconomics	3
BADM240 Sales	3	EC142 Principles of Microeconomics	3
BADM260 Principles of Retailing	3	EC315 Quantitative Research Methods	3
BADM291 Career Seminar	1	FI360 Financial Management	3
BADM294 Related Studies	2	MA120 Basic Concepts of Statistics	3
BOTE127 Information Processing	3	MG261 Business Law II	3
BUSN170 Entrepreneurship	3	MG352 Principles of Management	3
CSCI101 Introduction to Computers	3	MG365 Organizational Behavior	3
ENGL110 College Composition I	3	MG495 Business Policy	3
ENGL120 College Composition II	3	MK385 Consumer Behavior	3
PSYC100 Human Relations-Organizations	3	MK395 International Marketing	3
		MK401 Sales Management	3
ACCT215 Business in Legal Environment	3	MK411 Marketing Management	3
Humanities	3	MK455 Promotional Policies & Strategies	3
Math/Science	3	MK491 Seminar in Marketing	3
Health/Physical Education	2		59
	61	Total 120 hours	

2010-2011