

Palomar College
Associate in Science
Advertising, Marketing & Merchandising
Years 1 & 2

Degree Core	Cr.
American History & Institutions/California Government- Choose 1 of Following Pairs	
HIST101/102; HIST140/141; POL101/102	6
Health and Fitness	
HE100 & HE100L	4
Mathematics	
MATH110 College Algebra or MATH120 Elementary Statistics (3 hrs.)*	3-4
Multicultural Requirement	3
Language & Rationality	
ENG100 English Composition	4
ENG202 Critical Thinking & Composition	4
Natural Sciences- Choose 1 course w/lab	
ASTR100/105L BIOL100, 101/101L, 102, 105, 114/114L, 118/118L, 130,131/131L, BOT100,101/101L; CHEM100,104,105,110/110L,115/115L, 210, 220, 221; GEOL100/100L,120, 150/150L; MICR200; OCN100/100L, 101; PHSC100/100L, 101/101L; PHYS101, 102, 120, 121, 200, 201, 230, 231, 232; ZOO100, 101/101L, 200, 203	4
Humanities- Choose 1 course	
<i>See Palomar Catalog for options: Choose from ART; AS; ASL; CINE; DBA; ENG; FL; GC; HUM; ID; JS; MUS; MCS; PHIL; PHOT; RS; TA; ARAB; CHIN; FREN; GERM; ITAL; JAPN; SPAN</i>	3
Social and Behavioral Sciences	
ECON101 Principles of Economics- Macro	3
Lifelong Learning & Self Development	
CSIT105 Computer Concepts & Apps	3
Program Requirements	
ACCT201 Financial Accounting	4
BUS110 Business Mathematics	3
BUS115 Business Law	3
BUS140 Selling for Business	3

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

Liberal Education & Degree Core	Cr.
Writing Competency Test	P
EN306 Professional Writing in Discipline	3
Upper Division	3
Electives	3-4
Degree Core	
AC202 Principles of Accounting II	3
EC142 Principles of Microeconomics	3
EC315 Quantitative Research Methods	3
FI360 Financial Management	3
IB315 International Business Perspectives	3
MA120 Basic Concepts of Statistics *	3
MG371 Management & Org. Behavior	3
MG495 Business Policy	3
Marketing Requirements	
MK385 Consumer Behavior	3
MK411 Marketing Management	3
MK453 Marketing Research & Info. Systems	3
Choose any 4 courses listed below:	
MK369, 386, 389, 395, 401, 455, 463, 491; AR218.. 318; LG312	12
Total Credits @ Park	54-55
Total Credits Required	120

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

2013-2014

*If MATH120 taken at Palomar, add 3 credit hrs. to Park University elective total.

BUS145 Retailing/ Promotion	3
BUS150 Advertising	3
BUS155 Marketing	3
SPCH100 Oral Communication	3
Electives- Select 3 units	
BMGT110 Human Resource Management	3
Total Credits Required @ Palomar College	65-66