

**Seward County Community College**  
**Associate of Applied Science**  
**Business Marketing Management**  
**Years 1 & 2**

General Education Requirements	Cr.
<b>Communications</b>	6
EG 1103 English Composition I	
EG 1113 English Composition II	
<b>Computer Technology</b> (recommended)	3
CS 1603 Microcomputer Software Suites	
<b>General Education</b> (recommended)	9
AR1323 Art Appreciation	
EG1303 Intro to Literature	
HS1303 American History I	
<b>Physical Education Activity</b>	1
<b>College Orientation</b>	1
<b>Core Requirements</b>	
AC 1203 Financial Accounting I	3
AC 1233 Financial Accounting II	3
AC 2103 Managerial Accounting	3
BA 1122 Business Mgmt-Mkt Internship I	2
BA 1222 Business Mgmt-Mkt Seminar I	2
BA 1303 Business Mathematics	3
BA 1503 Human Relations	3
BA 1263 Intro to Marketing	3
BA 1273 E-Commerce Marketing on Internet	3
BA 2133 Advertising	3
BA 2243 Business/Tech Communications	3
EC 2213 Principles of Macroeconomics	3
EC 2223 Principles of Microeconomics	3
<b>Business Management/Marketing Electives</b>	4
<b>Other Electives</b>	3
SP 1203 Public Speaking (recommended)	
<b>Total Credits</b>	<b>64</b>

Up to 75 credits may be applied towards graduation requirements from Seward County Community College. Course transfer information is available at:  
<https://www.park.edu/registrar/equivalency.aspx>

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

Liberal Education Requirements	Cr
Writing Competency Test	P
Social Science (choose one) AN100, EDU210, HIS105, PO200, PO201, PS121	3
Natural Science (choose one) BI214, NS241	3
Science with a lab	4
LE300 I & I Learning Capstone	3
EN306 Professional Writing for Discipline	3
<b>Business Core</b>	
MA120 Basic Concepts of Statistics	3
EC315 Intermediate Statistical Analysis	3
FI360 Financial Management	3
IB315 International Business Perspectives	3
MG260 Business Law I	3
MG371 Management and Org Behavior	3
MG495 Business Policy	3
<b>Marketing Core</b>	
MK385 Consumer Behavior	3
MK411 Marketing Management	3
MK453 Marketing Research	3
Choice of any 4 <b>marketing</b> electives: MK380 Advertising MK386 Retail Administration MK389 Professional Selling MK395 International Marketing MK401 Sales Management MK455 Promotional Policies/Strategies MK463 Marketing Internship MK491 Seminar in Marketing LG312 Transportation/ Distribution Systems AR218 Graphic Design Software AR318 Intro to Graphic Design	12
<b>Credits</b>	<b>58</b>
<b>Total Credits Required</b>	<b>122</b>

2012-2013