

Rose State College
Associate in Applied Science
Marketing/Social Media

Years 1 & 2

Degree Core	Cr.
General Education Requirements	
ENGL1113 English Composition I	3
ENGL1213 English Composition II OR	3
MCOM1213 Public Speaking	
HIST1483 or HIST1493	3
POLS1113 American Federal Government	3
ECON2103 Personal Finance	3
Sciences (ASTR, BIOL, CHEM, ENSC, GEOL, METR, PHSC, PHYS)	3
Program Requirements	
ACCT1123 College Accounting Procedures	3
BA1303 Introduction to Business	3
BA2203 Business Law I	3
BA2413 Business Ethics	3
BA2503 Business Communication	3
MGMT2103 Principles of Management	3
MGMT2313 Introduction to MIS	3
MKTG2103 Principles of Marketing	3
CIT1093 Microcomputer Applications	3
Option Requirements	
CIT2313 Capstone Project +	3
MKTG1503 Concepts of Selling	3
MKTG2113 Digital Marketing Essentials	3
MKTG2213 Principles of Advertising	3
MULT1103 Social Media Tools	3
MULT2003 Dreamweaver./ Web Design	3
Total Credits Required @ Rose State	63
The following courses will fulfill degree requirements at Park University	

- MKTG2103 - MK351
- BA2203 = MG260
- BA2413 = PH308
- MGMT2313 = IS205
- MKTG1503 = MK389

Park University
Bachelor of Science
Management/ Marketing

Years 3 & 4

Liberal Education & Degree Core	Cr.
MG306 Business Communications	3
EN106 or CA course (depending on course taken to complete AAS at RSC)	3
Humanities Electives	6
Natural Science course with lab	4
LE300 Integrative & Interdisciplinary Learn	3
Degree Core	
AC201 Principles of Financial Accounting	3
AC202 Principles of Managerial Accounting	3
IS141 Applied Computer Tech for Business	3
EC141 Principles of Macroeconomics	3
EC142 Principles of Microeconomics	3
FI360 Financial Management	3
IB315 International Business Perspectives	3
MA171 Finite Mathematics	3
MG260 Business Law I	
MG315 Advanced Business Statistics	3
MG371 Management & Org. Behavior	3
MG495 Business Policy	3
MK351 Principles of Marketing	
Marketing Requirements	
MK411 Marketing Management	3
MK453 Marketing Research & IS	3
MK385 Consumer Behavior	3
Choose 4 elective courses from following: AR218, 231; LG312; MK453, 463, 491, 369, 380, 386, 389, 395, 401, 405 (MKTG1503 equate to course in red)	9
Total Credits @ Park	70
Total Credits Required	133
Up to 75 credits from Rose State College may be applied towards Graduation requirements at Park University. Residency requirement of 30 hrs. at Park w/ 15 hrs. in major core.	

2019-2020

ACCT2103 - AC201

ACCT2203 - AC202

ECON2403 - EC141

ECON2303 - EC142