

## MARKETING

### Faculty

Cotton, Donnelly

### Associate of Science Degree Marketing

The Associate of Science in Marketing is designed for those students majoring in marketing who wish to transfer to four year institutions within the region. Students should research the institution where they plan to obtain their bachelor's degree to determine business course requirements and should choose from Casper College course offerings accordingly.

#### (Recommended Curriculum)

General Education (Minimum 32 credits) Credits  
General education coursework can be completed from within or outside of the major field of study.

1. Exploration and Participation
  - Laboratory science ..... 4
  - MATH 1400 Pre-Calculus Algebra ..... 4
  - STAT 2050 Fundamentals of Statistics ..... 5
2. Communication
  - CO/M 1010 Public Speaking ..... 3
  - ENGL 1010 English I: Composition ..... 3
  - ENGL 1020 English II: Composition ..... 3
3. Relationship with the World
  - Human behavior ..... 3
  - U.S. and Wyoming constitutions ..... 3
  - Cultural environment ..... 3
4. General Education Electives
  - Must be chosen from areas 1, 2, or 3 above;  
no more than 15 credits in any one area.
5. Physical Education ..... 1

#### Major Requirements

ACCT	2010	Principles of Accounting I	4
ACCT	2020	Principles of Accounting II	4
BADM	1010	Business Law I	3
IMGT	2400	Intro to Information Management	3
MGT	2100	Principles of Management	3
MKT	1300	Advertising	3
MKT	2100	Principles of Marketing	3
MKT	2200	Consumer Behavior	3

#### In addition, select 6 credits from the list below:

BADM	1000	Introduction to Business	3
BADM	2040	e-commerce	3
BADM	2195	Entrepreneurship	3
BUSN	2020	Professional Development in the International Business Practices Firm	3
MKT	1000	Sales	3
MKT	1100	Retailing	3

All classes in the major must be passed with a "C" or better.

A minimum of 64 approved semester credits are required for graduation. For specific graduation requirements see "Academic Policies" and "Degree Requirements."

ONLY COURSES NUMBERED 1000 OR ABOVE CAN BE USED TOWARD THE ASSOCIATE OF SCIENCE DEGREE.

### Marketing Certificate

The recommended curriculum will prepare students for various entry level positions in marketing including retailing, direct sales, customer service, etc.

#### (Certificate Requirements)

General Education	Credits	
CO/M	1030	Interpersonal Communication ..... 3
ENGL	1010	English I: Composition ..... 3

#### Major Requirements

ACCT	1905	Practical Accounting I	or
ACCT	2010	Principles of Accounting I	4
BADM	1000	Introduction to Business	or
MGT	2100	Principles of Management	3
BADM	1005	Business Mathematics I	3
BADM	1020	Business Communications	3
BADM	2010	Business Law I	2
MKT	1000	Sales	3
MKT	1300	Advertising	3
MKT	2100	Principles of Marketing	3
MKT	2200	Consumer Behavior	3

For specific graduation requirements see "Academic Policies" and "Degree Requirements."

### Associate of Applied Science Degree Retail Merchandising

See Business section for recommended curriculum.

### Retail Merchandising Certificate

See Business section for recommended curriculum.