

Marketing/Management/Sales

Associate in Applied Science

Program supervised by:

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The Marketing/Management/Sales Associate in Applied Science is designed as a general business program leading to immediate employment opportunities, although many students will transfer to 4-year institutions. By carefully selecting the business course electives, a student can generate a concentration in a particular field such as Sales, Retailing, Management, Marketing, or Entrepreneurship (Small Business Management). To identify these courses, students should discuss their interests with their academic advisors. Three such recommended sequences are shown on the following pages.

This program may be taken on a full-time or part-time basis, including on weekends (see College On The Weekend).

General Emphasis

Courses	Credits
BUS 100 Accounting I/BUS 101 Accounting II or	
BUS 111 Financial Accounting/BUS 210 Managerial Accounting	8
BUS 112 Quantitative Business Methods	3
BUS 118 Business Law I.....	3
BUS 141 Marketing.....	3
ENG 110 College Writing I.....	3
BUS 152 Selling Fundamentals	3
BUS 269 Business Reports and Computer Communications.....	3
— — ⁵ Advisor Approved General Education Course	3
BUS 120w Business Law II.....	3
BUS Business Electives.....	12
— — Business Related Electives (see below)	3
— — Social Science Elective.....	3
ENG Advisor Approved English.....	3
BUS 115 Business Statistics	3
PHS 111 ¹ Physical Science for Today.....	3
— — Math or Science Elective	3-4
ECO 110w Micro Economics	3
CST 105 Computer Applications or	3
BUS 181 The Internet with Business Application or 3, 1-Credit Approved BIT Electives. AAS in Marketing/Management	
Total Credits	68-69

Entrepreneurship Sequence

FIRST YEAR	Credit	SECOND YEAR	Credit
Fall Semester		Fall Semester	
BUS100 Accounting I or		BUS131 Personal Finance.....	3
BUS111 Financial Accounting	4	BUS224 ³ Business Finance	3
BUS107 Freshman Experience.....	1	— — Advisor Approved General Education Course ⁵	3
BUS112 Quantitative Business Meth... 3		PHS111 ¹ Physical Science Today	3-4
BUS118 Business Law I.....	3	ECO110w Micro Economics	3
BUS141 Marketing.....	3		15-16
ENG110 College Writing I.....	3		
	17		
Spring Semester		Spring Semester	
— — ⁴ Advisor Approved Computer Elective (see list above)	3	BUS229 ³ Advertising	4
BUS101 Accounting II or		BUS262 Small Business Mgmt.....	3
BUS210 Managerial Accounting.....	4	BUS246 Principles of Management....	3
BUS120w Business Law II	3	ENG Advisor Approved Eng	3
— — Advisor Approved General Education Course ⁵	3	Select one of the following:	
Math/Science Elective	3-4	BUS297 ² Co-Op.....	3
	16-17	or BUS Business Elective	3-4
			16-17
	16-17	Total Credits: 64-67	

¹ Students who are planning to transfer are advised to take a four credit lab science elective.

² Recommended.

³ Take these courses in the semester (spring or fall) indicated. They are not offered in all semesters.

⁴ BUS 181, CST 105, CST 158 or approved BIT 1.0 credit courses.

⁵ See Advisor: Non general education electives may be acceptable for students not transferring or transferring to non-SUNY colleges.

Business related courses choose from BUS, BIT, CST, DMR, MAT, MET, BNK, BHM, LAW.

NOTE: This program can be taken on a part-time or weekend basis. See College On The Weekend program on page 28.

Human Resource Management Sequence

FIRST YEAR		Credit	SECOND YEAR		Credit
Fall Semester			Fall Semester		
BUS100	Accounting I ¹ or		BUS115	Business Statistics	3
BUS111	Financial Accounting ¹	4	BUS246	Principles of Management....	3
BUS107	Freshman Experience.....	1	BUS251	Advanced Topics of HR Mgt.	3
BUS112	Quantitative Business Meth...	3	CST —	Advisor Approved	
BUS118	Business Law I.....	3		Computer Elective ³	3
BUS141	Marketing.....	3	— —	Advisor Approved General	
ENG110	College Writing.....	3		Education Course ⁵	3
		17	ECO110w	Micro-Economics	3
Spring Semester					18
BUS101	Accounting II ¹ or		Spring Semester		
BUS210	Managerial Accounting ¹	4	ENG —	Advisor Approved Eng.....	3
BUS120w	Business Law II.....	3	BUS244	Employment Law	3
BUS248	Human Resource Management.....	3	BUS240	Labor/Mgt. Relations.....	3
— —	Lab Science ²	3-4	— —	Advisor Approved General	
MAT —	Math Elective.....	3-4		Education Course ⁵	3
		16-18	BUS135	Investments or	
			BUS131	Personal Finance.....	3
					15
			Total Credits: 66-68		

Marketing Sequence

FIRST YEAR		Credit	Fall Semester		
Fall Semester			Fall Semester		
BUS100	Accounting I.....	4	BUS229 ²	Advertising	4
BUS107	Freshman Experience.....	1	— — — ⁴	Advisor Approved Computer	
BUS112	Quantitative Business Methods.....	3		Elective (see list).....	3
BUS118	Business Law I.....	3	BUS152	Selling Fundamentals	3
BUS141	Marketing.....	3	PHS111 ³	Physical Science for Today....	3
ENG110	College Writing I.....	3	BUS	Business Elective	3-4
		17	ENG	Advisor Approved Eng.	3
Spring Semester					19-20
BUS120w	Business Law II.....	3	Spring Semester		
BUS248	Human Resource Management.....	3	BUS129 ²	Consumer Behavior.....	3
ECO110w	Micro Economics	3	BUS269	Business Reports & Computer	
— —	Advisor Approved General			Communications	3
	Education Course ⁵	3	BUS242 ²	Marketing Seminar	3
— —	Advisor Approved General		BUS246	Principles of Management....	3
	Education Course ⁵	3	BUS267 ²	Retailing in	
		15		Service Economy	3
SECOND YEAR		Credit	— —	Mathematics or	
				Science Elective	3-4
					18-19
			Total Credits: 69-71		

- ¹ See Advisor when selecting
- ² Take these courses in the semester (spring or fall) indicated. They are not offered in all semesters.
- ³ Students who are planning to transfer are advised to take a four credit lab science elective.
- ⁴ BUS 181, CST 105, CST 158 or Approved BIT 1.0 Credit Courses.
- ⁵ See Advisor: Non general education electives may be acceptable for students not transferring or transferring to non-SUNY colleges.