

GUIDED PATHWAY: BUSINESS MARKETING A.A.S.

BUSINESS, HOSPITALITY and GLOBAL TRADE CAREER PATH



For more information, visit the [Dallas College Marketing webpage](http://www.dcccd.edu/Marketing) [www.dcccd.edu/Marketing] and your academic advisor at your campus.

This is an example course sequence for students interested in pursuing Business Marketing. It does not represent a contract, nor does it guarantee course availability. Following this pathway will help you earn an Associate of Applied Science (A.A.S.) degree in Business Marketing. Students must earn at least 25% of the credit hours (15 hours) required for graduation through instruction by Dallas College. See catalog for [official degree requirements](#).

The A.A.S. degree in Business Marketing provides an opportunity for students to acquire knowledge and training for careers in sales and marketing. In addition to a broad program of study encompassing all phases of marketing, students apply what is learned in the classroom to real-life situations in the business sector. Cooperative work experience provides students with the necessary skills to become competent in the industry. Courses that complete the degree will also complete the [Customer Service Representative Certificate](#) (CC) and [Sales Marketing Associate Certificate](#) (MC).

Visit the [NTCCC Transfer Consortium](#) to view guided pathways created for students who complete an A.A.S. degree and the options for transfer to complete a Bachelor of Applied Arts and Science. Speak with an academic advisor at your campus to choose courses that will help you to transfer to a specific university.

Catalog Year	2020-2021	You may use this pathway if you entered Dallas College on or before this date.
Degree Type	Associate of Applied Science	
GPA Requirement	Student must earn a GPA of 2.0 or higher	
TSI	Must be Complete	

SEMESTER-BY-SEMESTER MAP FOR FULL-TIME STUDENTS

All plans can be modified to fit the needs of part-time students. This is not an official degree plan. See catalog for [official degree requirements](#).

AAS DEGREE MINIMUM: 60 SEMESTER CREDIT HOURS

SEMESTER 1 Total Hours: 15

[MRKG 1302](#) – Principles of Retailing (*Course also applies to MC*)
[BMGT 1327](#) – Principles of Management
[BUSI 1301](#) – Business Principles (*Course also applies to CC*)
[ENGL 1301](#) – Composition I *This is a Core course. You must earn a grade of "C" or better. (Course also applies to MC)*
[HUMANITIES/FINE ARTS ELECTIVE*](#) *This is a Core course.*

SEMESTER 1 ACTION ITEMS

1. Meet with your advisor to confirm academic and career goals before the end of the semester.
2. Meet with a career advisor or coach to research your career options and opportunities for job shadowing.

SEMESTER 2 Total Hours: 15

[MRKG 2333](#) – Principles of Selling (*Course also applies to MC*)
[ECON 2301](#) – Principles of Macroeconomics *This is a Core course.*
[ENGL 1302](#) – Composition II *This is a Core course.*
[MATHEMATICS ELECTIVE*](#) *This is a Core course. You must earn a grade of "C" or better. (Course applies to MC)*
CHOOSE ONE: [SPCH 1311](#) – Introduction to Speech Communication *This is a Core course.* **OR**
[SPCH 1315](#) – Public Speaking *This is a Core course.*

* There are several options to fulfill this requirement. See your academic advisor for a specific list.

SEMESTER 2 ACTION ITEMS

1. Meet with your advisor to request an official program of study audit and confirm or update your academic and career path and program of study.
2. Meet with a faculty or career advisor regarding placement for the Cooperative Education course.

SEMESTER 3

Total Hours: 15

[MRKG 1311](#) – Principles of Marketing (*Course also applies to CC, MC*)

[MRKG 1381](#) – Cooperative Education-Marketing/Marketing Management, General (*Course also applies to CC*)

[PSYC 2301](#) – General Psychology *This is a Core course.*

CHOOSE ONE: [ACCT 2301](#) – Principles of Financial Accounting **OR**

[ACNT 1303](#) – Introduction to Accounting I

CHOOSE ONE:* [BMGT 2303](#) – Problem Solving and Decision Making *To earn the Customer Service Representative Certificate you will need to complete both BMGT 2303 **AND** POFT 2312.* **OR**

[POFT 2312](#) – Business Correspondence and Communication (*Courses also apply to CC*)

* You may take a different course to meet this requirement. A specific list is available from your advisor.

SEMESTER 3 ACTION ITEMS

1. Meet with a faculty or career advisor regarding placement for the Cooperative Education course.
2. Meet with a career advisor or coach for assistance in preparing for job search.

SEMESTER 4

Total Hours: 15

[MRKG 2349](#) – Advertising and Sales Promotion (*Course also applies to MC*)

[MRKG 1301](#) – Customer Relationship Management (*Course also applies to CC, MC*)

[MRKG 2381](#) – Cooperative Education-Marketing/Marketing Management, General

[HRPO 2307](#) – Organizational Behavior

[HRPO 2301](#) – Human Resources Management

SEMESTER 4 ACTION ITEMS

1. After reviewing your degree plan and program of study, meet with your advisor to apply for the Business Marketing A.A.S., Customer Service Representative Certificate and Sales Marketing Associate Certificate.
2. Sign up for commencement.
3. Join the [Alumni Network!](#)

PATHWAY TOTAL: 60 SEMESTER CREDIT HOURS