

Marketing - Associate in Applied Science (2023-2024 Catalog)

NORTHAMPTON

7100-0 1-0072,00000						
Developmental Education Courses (if required)						
	ACLS050	Introduction to Academic Literacy				
	ENGL027	Writing Skills Workshop				
	MATH020	Pre-Algebra				
	MATH022	Elementary Algebra				
П	MATH026	Intermediate Algebra				

Placement in English and/or Mathematics must first be determined by <u>official</u> transcripts and/or placement testing. Developmental education courses are only taken if needed based on a student's placement; these courses would be in addition to the courses outlined below. Developmental education courses may extend the timeline to degree completion.

Transferring credits into NCC: Official transcripts are required; awarded credit will appear in Workday's Academic Progress.

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	complete	Course #	Course Title	Credits	Pre-requisites / Co-requisites
Semester 1		COLS101	College Success	1	Exempt: COLS150 or 12+ transfer credits & 2.0 GPA
		ACCT101	Financial Accounting I	3	
		CISC101	Introduction to Information Technology	3	
		CMTH102	Introduction to Communication	3	
		ENGL101	English I	3	PRE: ENGL Placement Policy
	П	MATH140 or	College Algebra * or 3		PRE: MATH026 or Placement Policy
		MATH150	Introductory Statistics	3	PRE: MATH022 or Placement Policy
			Total Semester Credits:	16	
Semester 2		ENGL151L	English II (Literature) (D)	3	PRE: ENGL101
		BUSA232	Principles of Marketing	3	PRE: ENGL101
		BUSA205	Management Fundamentals	3	PRE: ENGL101
nes		ARTA170	Computer Graphics	4	
Sen			AH or SIT General Ed. Elective	3	
			Total Semester Credits:	16	
Semester 3		BUSA235	Principles of Advertising & PR	3	PRE: BUSA232
		ACCT160 or	Acounting Applications or	3	PRE: ACCT101
		ACCT202	Managerial Accounting **	2	PRE: ACCT101
		BUSA221G	Business Communications (WI)	3	PRE: CMTH102, ENGL151
		ARTA 130 or	Introduction to Web Site Design or	3	PRE: ARTA 170
		ARTA 180	Digital Design & Typography I	,	PRE: ARTA 170
		ECON201	Macroeconomics	3	
			Total Semester Credits:	15	
Semester 4		BUSA137	Principles of Selling	3	
		BUSA152	Business Law I	3	
	□ В	BUSA270	Marketing Simulation (Capstone)	3	PRE: ACCT101, ARTA130 or 180, BUSA205,
					BUSA221G, BUSA235, CISC101
en			AH or SIT General Ed. Elective	3	
S			Elective	3	
			Total Semester Credits:	15 62	
	Total Degree Credits				

Program Notes:

- +Students should take MATH140 if they are consdiering transfer to a 4-year institution
- +Students should take ACCT202 if they are considering transfer to a 4-year institution.
- +Students can take ACCT151 as their free elective if they are considering transferring in the future.
- +Students must take two General Education Electives (SIT, SSHB or AH)

How to search for general education electives:

In Workday, use the corresponding **Course Tag** filter to see the available options.

Arts and Humanities = AH Scientific Study of Human Behavior = SSHB Socitieties and Institutions Over Time = SIT

General Education Requirements				
	ENGL151L	Diversity		
	BUSA221G	Writing Intensive		

*It is the student's responsibility to be knowledgeable of NCC graduation requirements and, if applicable, to verify transfer requirements with the 4-year institution. Courses listed on the program map are based upon the assumption that prerequisites and courses taken in previous semesters will be successfully completed.