

CAMPUS LOCATION: Georgetown, Dover, Wilmington COURSE SEQUENCE SHEET

Curriculum: **Marketing**  Curriculum Code Designation: **BSSAASMKT**

Effective: 2023-51

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name: |  |  | [ ] No developmental education requirements |

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| [ ] ENG 011 |
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 | [ ] MAT 052[ ] MAT 062[ ] MAT 099 |
| ID#: |  |  |  |  |
| Matriculation Date: |  |  |  |  |

**SSC 100 is a pre-requisite for all developmental and 100-level courses.**

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|  |  |  |  | SEMESTER |  |  |  |  |
| **COURSE NUMBER AND TITLE**  | **Credits** | **Lecture** | **Lab** | **Offered** | **Completed** | **Grade** | PRE-REQUISITES | **CO-REQUISITES** |

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| **FIRST SEMESTER (FALL)** |
| SSC 100 First Year Seminar | 1 | 1 | 0 |  |  |  |  |  |
| ACC 101 Accounting I | 3 | 3 | 1 |   |       |  | SSC 100 or concurrent |  |
| BUS 101 Introduction to Business | 3 | 3 | 0 |   |       |  | SSC 100 or concurrent |  |
| CIS 107 Intro to Computers & Apps  | 3 | 2 | 2 |   |       |  | SSC 100 or concurrent |  |
| ENG 101 Composition I | 3 | 3 | 0 |   |       |  | Test score or ENG 011 or concurrent |  |
| MAT 152 Quantitative Reasoning | 3 | 3 | 0 |   |       |  | Test Score or MAT 010 or MAT 052 or concurrent |  |
|  **TOTAL** | 16 | 15 | 3 |

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| **SECOND SEMESTER (SPRING)** |
| ACC 112 Accounting II | 3 | 3 | 1 |   |       |  | ACC 101, CIS 107 or OAT 152 |  |
| ECO 111 Macroeconomics | 3 | 3 | 0 |  |       |  | SSC 100 or concurrent |  |
| ENG 102 Composition II | 3 | 3 | 0 |  |       |  | ENG 101 |  |
| MGT 212 Principles of Management | 3 | 3 | 0 |  |       |  | BUS 101 or ENT 101, (ENG 102 or concurrent) |  |
| MKT 212 Principles of Marketing | 3 | 3 | 0 |  |       |  | ENG 102 or concurrent, and (BUS 101 or HRI 101 or ENT 101 or COM 140 or VSC 160) |  |
|  **TOTAL** | 15 | 15 | 1 |

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| **THIRD SEMESTER (FALL)** |
| ECO122 Microeconomics | 3 | 3 | 0 |  |       |  | SSC 100 or concurrent |  |
| OAT 152 Excel | 3 | 2 | 2 |  |  |  | SSC 100 or concurrent |  |
| MIS 220 Management Information Systems | 3 | 3 | 1 |  |       |  | CIS 107 and ((MGT 212 or concurrent) or LOM 100) |  |
| MKT 219 Sales & Sales Management | 3 | 3 | 0 |  |       |  | BUS 101 or ENT 101 |  |
| OAT 242 Desktop Publishing  | 4 | 3 | 2 |  |       |  | SSC 100 or concurrent |  |
|  **TOTAL** | 16 | 14 | 5 |

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| **FOURTH SEMESTER (SPRING)** |
| BUS 203 Business Law | 3 | 3 | 0 |  |       |  | ENG 102 or higher and BUS 101 |  |
| SOC 215 Business Ethics | 3 | 3 | 0 |  |       |  |  ENG 102 or higher and BUS 101 |  |
| MKT 214 Advertising and Promotion | 3 | 3 | 0 |  |       |  | MKT 212 |  |
| MKT 217 Digital Fundamentals | 3 | 3 | 1 |  |  |  | MKT 212, CIS 107 |  |
| BUS 275 Portfolio/Experiential Learning (Advisor Approval Required) | 4 | 4 | 0 |  |       |  | (ACC 101, MGT 212, MKT 212, OAT 152) |  |
|  **TOTAL** | 16 | 16 | 1 |
|  **GRAND TOTAL** | 63 | 60 | 10 |

 Date