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**Business Administration – Marketing Retailing (520201719)**

**Associate of Applied Science**

**Program Coordinator:** Virginia Fairchild **E-mail:** virginia.fairchild@kctcs.edu **Phone:** 859-246-6265

**Program Website:** <https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx>

**Student Name: Student ID:**

***Students need to be at KCTCS placement levels for all courses***

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| **First Semester** | **Credits** | **Term** | **Grade** | **Prereqs/Notes** |
| ENG 101 Writing I | 3 |  |  |  |
| BAS 160 Introduction to Business (MGT160) | 3 |  |  |  |
| MKT 155 Personal Selling | 3 |  |  |  |
| COM 181 Basic Public Speaking **OR**  COM 252 Intro. Interpersonal Communication | 3 |  |  |  |
| Heritage/Humanities Course | 3 |  |  |  |
| **Total Semester Credit Hours** | 15 |  |  |  |

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| **Second Semester** | **Credits** | **Term** | **Grade** | **Prereqs/Notes** |
| ENG 102 Writing II | 3 |  |  |  |
| MKT 282 Principles of Marketing (BAS 282) | 3 |  |  | BAS 160 |
| BAS 267 Introduction to Business Law (MGT 267) |  |  |  |  |
| CIT 105 Introduction to Computers **OR**  OST 105 Introduction to Information Systems | 3  3 |  |  |  |
| Science Course | 3 |  |  |  |
| **Total Semester Credit Hours** | 15 |  |  |  |

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| **Third Semester** | **Credits** | **Term** | **Grade** | **Prereqs/Notes** |
| ACC 201 Financial Accounting | 3 |  |  |  |
| MGT 283 Principles of Management (BAS283) | 3 |  |  | BAS 160 |
| MKT 291 Retail Management | 3 |  |  |  |
| CIT 130 Productivity Software **OR**  OST 240 Software Integration | 3  (3) |  |  |  |
| Program Approved Course | 3 |  |  |  |
| College Algebra or Higher\* | 3 |  |  |  |
| **Total Semester Credit Hours** | **18** |  |  |  |

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| **Fourth Semester** | **Credits** | **Term** | **Grade** | **Prereqs/Notes** |
| ACC 202 Managerial Accounting | 3 |  |  |  |
| MKT 290 Advertising and Promotion | 3 |  |  | MKT 282 |
| MKT 293 Buying and Merchandising | 3 |  |  | MKT 291 |
| Program Approved Course | 3 |  |  |  |
| ECO 201 Principles of Microeconomics  Or ECO202 | 3 |  |  |  |
| BAS 250 Business Employability Seminar | 1 |  |  |  |
| **Total Semester Credit Hours** | **16** |  |  |  |
| **Total Credential Hours** | **64** |

***Note: 25% of Total Program Credit Hours must be earned at Bluegrass Community and Technical College.***

**Advisor Name: Advisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Student Name: Student Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Course Rotation Schedule** | |
| MKT 155  MKT 291 | **FALL SEMESTER ONLY** |
| MKT 290  MKT 293 | **SPRING SEMESTER ONLY** |
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| **Special Instructions:** |
| \*Math requirements can be satisfied by the following courses: MAT 150, MAT 170, MA 162, MA 113, or STA 296. |

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| **Approved Electives** | |
| BAS 120 | Personal Finance |
| MGT 200 | Small Business Management |
| MGT 240 | Business Ethics |
| MGT 258 | Project Management |
| MGT 274 | Human Resource Management |
| MGT 288 | Self-Management |
| MKT 299 (1-3) | Selected Topics in Marketing: (Topic) |
| COE 199 (1-4) | Cooperative Education |
| ENG 203 | Business Writing |
| ECO 202 | Principles of Macroeconomics |