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**Business Administration Systems – Marketing and Retailing Track**

**Associate of Applied Science degree**

**Program Coordinator: Virginia Fairchild E-mail:** [**virginia.fairchild@kctcs.edu**](mailto:virginia.fairchild@kctcs.edu) **Phone: 859-246-6265**

**Program Website:** [**https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx**](https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx)

**Student Name: Student ID:**

***Students must meet college readiness benchmarks as identified by the Council on Postsecondary Education or remedy the identified skill deficiencies.***

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| **First Semester** | **Credit**  **Hours** | **Term** | **Grade** | **Prerequisites** | **Notes** |
| BAS 160 Introduction to Business | 3 |  |  |  | Same as MGT 160 |
| MKT 155 Personal Selling OR  COE 199 Cooperative Education | 3 |  |  |  | Fall only |
| COM 181 Basic Public Speaking OR COM 252 Introduction to Interpersonal Communication | 3 |  |  |  |  |
| ENG 101 Writing I | 3 |  |  |  |  |
| Heritage or Humanities course | 3 |  |  |  |  |
| **Total Semester Credit Hours** | **15** |  |  |  |

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| **Second Semester** | **Cr. Hrs.** | **Term** | **Grade** | **Prerequisites** | **Notes** |
| BAS 267 Introduction to Business Law | 3 |  |  |  |  |
| MKT 282 Principles of Marketing | 3 |  |  | BAS 160 | Same as BAS 282 |
| CIT 105 Introduction to Computers OR  OST 105 Introduction to Information Systems | 3 |  |  |  |  |
| ENG 102 Writing II | 3 |  |  |  |  |
| Natural Sciences course | 3 |  |  |  |  |
| **Total Semester Credit Hours** | **15** |  |  |  |

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| **Third Semester** | **Cr. Hrs.** | **Term** | **Grade** | **Prerequisites** | **Notes** |
| ACC 201 Financial Accounting | 3 |  |  | Quantitative Reasoning College Readiness |  |
| MGT 283 Principles of Management | 3 |  |  | BAS 160 | Same as BAS 283 |
| MKT 291 Retail Management | 3 |  |  |  | Fall only |
| BAS 110 Worksheets in Business Applications OR  CIT 130 Productivity Software OR  OST 240 Software Integration | 3 |  |  | CIT 105 or OST 105 |  |
| MAT 150 College Algebra or higher level Quantitative Reasoning course | 3 |  |  |  |  |
| **Total Semester Credit Hours** | **15** |  |  |  |

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| **Fourth Semester** | **Cr. Hrs.** | **Term** | **Grade** | **Prerequisites** | **Notes** |
| ACC 202 Managerial Accounting | 3 |  |  | ACC 201 |  |
| BAS 260 Professional Development and Protocol | 2 |  |  |  |  |
| BAS 270 Business Employability Seminar | 1 |  |  | CIT 105 and sophomore standing |  |
| MKT 290 Advertising and Promotion | 3 |  |  | MKT 282 | Spring only |
| MKT 293 Buying and Merchandising | 3 |  |  | MKT 291 | Spring only |
| Marketing and Retailing Track Technical Course | 3 |  |  |  | See list on back. |
| ECO 201 Principles of Microeconomics OR  ECO 202 Principles of Macroeconomics | 3 |  |  |  |  |
| **Total Semester Credit Hours** | **18** |  |  |  |
| **Total Degree Credit Hours** | **63** |

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| * **25% or more of Total Degree Credit Hours must be earned at BCTC** * **Cumulative GPA must be 2.0 or higher** |

**Graduation Requirements:**

**Advisor Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Advisor Contact \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Approved Marketing and Retailing Track Courses**  **(must be different from courses taken to fulfill other requirements)** | | | |
| **Course** | **Cr. Hrs.** | **Prerequisites** | **Notes** |
| BAS 120 Personal Finance | 3 |  |  |
| BAS 125 Social Media Marketing: Fundamental Concepts, Skills & Strategies | 3 |  |  |
| BAS 126 Social Media Marketing: Project Management and Implementation Strategies | 3 |  |  |
| COE 199 Cooperative Education | 1 – 3 | Completion of at least 12 credit hours in AAS , minimum 2.0 GPA |  |
| ECO 202 Principles of Macroeconomics | 3 |  |  |
| ENG 203 Business Writing | 3 | ENG 101 and ENG 102 |  |
| MGT 200 Small Business Management | 3 | BAS 160 |  |
| MGT 258 Project Management | 3 | MGT 283 | Fall only |
| MGT 288 Self-Management | 3 |  |  |
| MKT 299 Selected Topics in Business Management and Marketing (Topic) | 3 |  |  |