[Business Administration Systems – Marketing Track](https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx)

Marketing, Retail Management, Social Media Marketing, or Entrepreneurship Sequences

Associate in Applied Science

Coordinator: Virginia Fairchild ([virginia.fairchild@kctcs.edu](mailto:virginia.fairchild@kctcs.edu)) 859-246-6265

Student Name: Student ID:

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

Students must take the core classes AND select one of the sequences (12 credit hours) AND 6 credit hours from the Approved Marketing Electives. Sequences include Marketing, Retail Management, Social Media Marketing, or Entrepreneurship.

Semester 1

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Courses | Cr. Hrs. | Term | Grade | Prerequisites | Notes |
| BAS 160 Introduction to Business | 3 |  |  |  | Same as MGT 160 |
| Sequence Course 1 | 3 |  |  |  | See list. |
| COM 181 Basic Public Speaking OR  COM 252 Intro. to Interpersonal Comm. | 3 |  |  |  |  |
| ENG 101 Writing I | 3 |  |  |  |  |
| Heritage or Humanities course | 3 |  |  |  |  |
| Total Semester Credit Hours | 15 |  |  |  |  |

Semester 2

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Courses | 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 |
| Sequence Course 2 | 3 |  |  |  | See list. |
| CIT 105 Introduction to Computers OR  OST 105 Intro. to Information Systems | 3 |  |  |  |  |
| ENG 102 Writing II | 3 |  |  |  |  |
| Natural Sciences course | 3 |  |  |  |  |
| Total Semester Credit Hours | 18 |  |  |  |  |

Semester 3

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Courses | 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 |
| Sequence Course 3 | 3 |  |  |  | See list. |
| Approved Marketing Elective course | 3 |  |  |  | See list. |
| MAT 150 College Algebra OR  higher-level Quantitative Reasoning course | 3 |  |  |  |  |
| Total Semester Credit Hours | 15 |  |  |  |  |

Semester 4

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Courses | Cr. Hrs. | Term | Grade | Prerequisites | Notes |
| ACC 202 Managerial Accounting | 3 |  |  | ACC 201 |  |
| BAS 260 Prof. Development and Protocol | 2 |  |  |  |  |
| BAS 270 Business Employability Seminar | 1 |  |  | CIT 105 and sophomore standing |  |
| ECO 201 Principles of Microeconomics OR  ECO 202 Principles of Macroeconomics | 3 |  |  |  |  |
| Marketing Sequence Course 4 | 3 |  |  |  | See list. |
| Approved Marketing Elective course | 3 |  |  |  | See list. |
| Total Semester Credit Hours | 15 |  |  |  |  |
| Total Degree Credit Hours | 63 |  |  |  |  |

**Graduation Requirements:**

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

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

**Students must take 6 credit hours from the Approved Marketing Electives.**

**Approved Marketing Elective Courses (Must be different than courses taken as part of a sequence)**

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| --- | --- | --- |
| Course | Cr. Hrs. | Prerequisites |
| 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 |
| BAS 110 Worksheets in Business Apps. OR  CIT 130 Productivity Software OR  OST 240 Software Integration | 3 | CIT 105 or OST 105 |
| BAS 288 Personal and Organizational Management | 3 |  |
| MKT 299 Selected Topics in Business Management and Marketing (Topic) | 3 |  |
| IMD 115 Introduction to Graphic Design | 3 |  |
| IMD 126 Introduction to Desktop Publishing | 3 |  |
| IMD 127 Vector Design with Adobe Illustrator | 3 |  |
| IMD 128 Raster Design with Adobe Photoshop | 3 |  |

**Students must select one of the sequences (12 credit hours).**

**Marketing Sequence Courses**

|  |  |
| --- | --- |
| Courses | Credit Hours |
| MKT 290 Advertising and Promotion | 3 |
| MKT 295 Consumer Behavior | 3 |
| BAS 125 Social Media Marketing: Fundamental Concepts, Skills and Strategies | 3 |
| MGT 240 Business Ethics and Self-Management  (Business Coordinator can substitute BAS 290 Management, Ethics and Society) | 3 |

**Retail Management Sequence Courses**

|  |  |
| --- | --- |
| Courses | Credit Hours |
| MKT 291 Retail Management | 3 |
| MKT 155 Personal Selling | 3 |
| MKT 290 Advertising and Promotion | 3 |
| MGT 240 Business Ethics and Self-Management  (Business Coordinator can substitute BAS 290 Management, Ethics and Society) | 3 |

**Social Media Marketing Sequence Courses**

|  |  |
| --- | --- |
| Courses | Credit Hours |
| BAS 125 Social Media Marketing: Fundamental Concepts, Skills and Strategies | 3 |
| BAS 126 Social Media Marketing: Proj. Mgmt. and Implementation Strategies | 3 |
| MKT 290 Advertising and Promotion | 3 |
| IMD 115 Introduction to Graphic Design | 3 |

**Entrepreneurship Sequence Courses**

|  |  |
| --- | --- |
| Courses | Credit Hours |
| BAS 170 Entrepreneurship | 3 |
| BAS 288 Personal and Organizational Leadership | 3 |
| MGT 200 Small Business Management OR  BAS 200 Small Business Management | 3 |
| MKT 155 Personal Selling | 3 |

*Reviewed by: Ty Sturdivant Effective Term: Fall 2021*

*Review Date: 04-26-2021*