

Marketing - Associate in Applied Science (2024-2025 Catalog)

NORTHAMPTON

Developmental Education Courses (if required)						
	ACLS050	Introduction to Academic Literacy				
	ENGL027	Writing Skills Workshop				
	MATH020	Pre-Algebra				
	MATH022	Elementary Algebra				
	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.

	complete	Course #	Course Title	Credits	Prerequisites / Corequisites
Semester 1		COLS101	College Success	1	Exempt: COLS150 or 12+ transfer credits & 2.0 GPA
		BUSA101	Introduction to Business	3	
		CISC101	Introduction to Information Technology	3	
		COMM101	Introduction to Communication	3	
		ENGL101	English I	3	PRE: ENGL Placement Policy
		MATH140 or	College Algebra * or	3	PRE: MATH026 or Placement Policy
		MATH150	Introductory Statistics	3	PRE: MATH022 or Placement Policy
			Total Semester Credits:	16	
r 2		ENGL151L	English II (Literature) (D)	3	PRE: ENGL101
		BUSA232	Principles of Marketing	3	PRE: ENGL101
ste		ACCT101	Financial Accounting I	3	
ne		ARTA170	Computer Graphics	4	
Semester		BUSA205	Management Fundamentals	3	PRE: ENGL101
			Total Semester Credits:	16	
		BUSA235	Principles of Advertising & PR	3	PRE: BUSA232
ır 3		BUSA152	Business Law I	3	
Semester		BUSA221G	Business Communications (WI)	3	PRE: COMM101, ENGL151
ne		BUSA236	Digital Marketing	3	PRE: BUSA232
Ser			AH or SIT General Ed. Elective	3	
• ,			Total Semester Credits:	15	
		BUSA137	Principles of Selling	3	
٠ 4		ECON201	Macroeconomics	3	
Semester		BUSA270	Marketing Simulation (Capstone)	3	PRE: ACCT101, BUSA205, BUSA221G, BUSA235, BUSA236, CISC101
			AH or SIT General Ed. Elective	3	
			Elective	3	
			Total Semester Credits:	15	
			Total Degree Credits	62	

Program Notes:

Students should take MATH140 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's *Academics*- click *Find Course Sections & Register*, then use the corresponding **Course Tag** filter to see the available options.

Arts and Humanities = AH

Social Science: Scientific Study of Human Behavior = SSHB Social Science: Societies 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.