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

NORTHAMPTON

Developmental Education Courses (if required)			ion Courses (if required)	Placement in English and/or Mathematics must first be determined by official transcripts and/or placement testing.				
		ACLS050	Introduction to Academic Literacy	Developmental education courses are only taken if needed based on a student's placement; these courses would be in addition to				
		ENGL027	Writing Skills Workshop	the courses outlined below. Developmental education courses may extend the timeline to degree completion.				
		MATH020	Pre-Algebra					
		MATH022	Elementary Algebra	Transferring credits into NCC: Official transcripts are required; awarded credit will appear in Workday's Academic Progress.				
		MATH026	Intermediate Algebra					

	complete	Course #	Course Title	Credits	Prerequisites / Corequisites	Program Notes:
		COLS101	College Success	1	Exempt: COLS150 or 12+ transfer credits & 2.0 GPA	Students should take MATH140 if they are considering transfer
		BUSA101	Introduction to Business	3		to a 4-year institution.
r 1		CISC101	Introduction to Information Technology	3		
Semester		COMM101	Introduction to Communication	3		Students can take ACCT151 as their free elective if they are
ne		ENGL101	English I	3	PRE: ENGL Placement Policy	considering transferring in the future.
Ser		MATH140 or	College Algebra * or	3	PRE: MATH026 or Placement Policy	
• /		MATH150	Introductory Statistics	5	PRE: MATH022 or Placement Policy	Students must take two General Education Electives (SIT, SSHB
			Total Semester Credits:	16		or AH)
		ENGL151L	English II (Literature) (D)	3	PRE: ENGL101	
r 2		BUSA232	Principles of Marketing	3	PRE: ENGL101	How to search for general education electives:
Semester		ACCT101	Financial Accounting I	3		In Workday's <i>Academics</i> - click <i>Find Course Sections & Register</i> , then use the corresponding Course Tag filter to see the
ne		ARTA170	Computer Graphics	4		available options.
Se [BUSA205	Management Fundamentals	3	PRE: ENGL101	Arts and Humanities = AH
ŤΓ			Total Semester Credits:	16		Social Science: Scientific Study of Human Behavior = SSHB
		BUSA235	Principles of Advertising & PR	3	PRE: BUSA232	Social Science: Societies and Institutions Over Time = SIT
		BUSA152	Business Law I	3		
ster		BUSA221G	Business Communications (WI)	3	PRE: COMM101, ENGL151	
Seme		BUSA236	Digital Marketing	3	PRE: BUSA232	
Sei			AH or SIT General Ed. Elective	3		
	_		Total Semester Credits:	15		4
		BUSA137	Principles of Selling	3		4
4		ECON201	Macroeconomics	3		4
Semester		BUSA270	Marketing Simulation (Capstone)	3	PRE: ACCT101, BUSA205, BUSA221G, BUSA235, BUSA236, CISC101	
eu			AH or SIT General Ed. Elective	3]
Š			Elective	3		
			Total Semester Credits:	15		
L			Total Degree Credits	62]	

	General Education Requirements			*It is the student's responsibility to be knowledgeable of NCC graduation requirements and, if applicable, to verify transfer		
-		ENGL151L	Diversity	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.		
		BUSA221G	Writing Intensive	and courses taken in previous semesters will be successfully completed.		