

Associate in Applied Science Degree (A.A.S.) Marketing Communications

SAMPLE PROGRAM SEQUENCE

	Qtr. hrs. credit		Qtr. hrs. credit
FIRST QUARTER		FOURTH QUARTER	
BUS100 Business Organization and Management	4	MKT241 Consumer Behavior.....	4
CIS115 Computer Applications	4	MKT242 Brand Management.....	4
ENG105 Expository Writing	4	ENG265 Business Communication	4
GEC123 Introduction to Applied Psychology	4	MAT215 Statistics I.....	4
SECOND QUARTER		FIFTH QUARTER	
MKT220 Principles of Marketing	4	MKT222 Foundations of Market Research.....	4
ENG106 Writing Through Literature.....	4	MKT247 Advertising Management	4
MAT212 Mathematics with Business Applications	4	CIS212 Multimedia and Business Presentations	2
GEC111 The Art of Argument	4	SOC231 Human Relations in the Workforce.....	4
THIRD QUARTER		SIXTH QUARTER	
MKT223 Digital and Social Media Strategy	4	BUS293 Internship	4
BUS226 Career Management Seminar	2	SOC201 Macroeconomics.....	4
ENG115 Public Speaking	4	Free Electives	6
MAT211 College Algebra.....	4		

90 QUARTER CREDIT HOURS
REQUIRED FOR GRADUATION

Not all programs and courses are offered at all locations. You may be required to take some courses at another location or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/disclosures/aas_marketing_communications_nj_statistics.htm and BerkeleyCollege.edu/disclosures/aas_marketing_communications_ny_statistics.htm.