

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

## SAMPLE PROGRAM SEQUENCE

		Semester Credits			Semester Credits
<b>FIRST SEMESTER</b>			<b>THIRD SEMESTER</b>		
SOC2231	Human Relations .....	3	IBS2201	International Business .....	3
BUS1101	Career and Business Essentials .....	3	MKT2222	Fundamentals of Marketing Research.....	3
CIS1115	Computer Applications.....	3	MKT2241	Consumer Behavior.....	3
SOC1123	Psychology of Adjustment.....	3	HUM2225	Introduction to Ethics .....	3
ENG1105	Writing and Research .....	3		Mathematics/Science Elective .....	3
<b>SECOND SEMESTER</b>			<b>FOURTH SEMESTER</b>		
MKT2220	Principles of Marketing.....	3	MKT2242	Branding .....	3
ACC1111	Financial Accounting I .....	3	BUS2293	Internship.....	3
MGT2220	Principles of Management.....	3		Marketing Electives .....	6
ENG2205	Writing Through Literature .....	3		Free Elective .....	3
MAT2215	Statistics I .....	3			

60 SEMESTER CREDITS  
REQUIRED FOR GRADUATION

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student's program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus 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/gainful-employment/aas\\_marketing\\_communications\\_nj\\_statistics.htm](http://BerkeleyCollege.edu/gainful-employment/aas_marketing_communications_nj_statistics.htm) and [BerkeleyCollege.edu/gainful-employment/aas\\_marketing\\_communications\\_ny\\_statistics.htm](http://BerkeleyCollege.edu/gainful-employment/aas_marketing_communications_ny_statistics.htm).