

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

Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages ([BerkeleyCollege.edu/academics.htm](http://BerkeleyCollege.edu/academics.htm)) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online. The Career Development and Internship courses are only offered online.

### SAMPLE PROGRAM SEQUENCE

	Semester Credits		Semester Credits
<b>FIRST SEMESTER</b>		<b>THIRD SEMESTER</b>	
SOC2231 Human Relations .....	3	IBS2201 International Business .....	3
MGT2220 Principles of Management.....	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
CDV2000 Career Development I.....	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.

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).