MARKETING AS

The Associate's degree will introduce students to fundamental concepts and principles in marketing. It will prepare students to meet the challenges in the dynamic field of marketing today.

General Education Requirements

Code	Title	Credits
Written Communication		
Select one of the following:		6.00
ENGL-101 & ENGL-102	WRITING AND RHETORIC I and WRITING AND RHETORIC II	
ENGL-109	COLLEGE WRITING AND RESEARCH	
Oral Communication		
Select one of the following:		3.00
COMM-101	FUNDAMENTALS OF ORAL COMMUNICATION	
COMM-203	SMALL GROUP COMMUNICATION	
COMM-204	PUBLIC SPEAKING	
Mathematical Ways of Knowing		
Select one of the following:		3.00-5.00
MATH-123	MATH IN MODERN SOCIETY	
MATH-130	FINITE MATHEMATICS	
MATH-137	ALGEBRA, TRIG AND STAT WITH APPLICATION	
MATH-140	ALGEBRAIC REASONING AND PROBLEM-SOLVING	
MATH-147	PRECALCULUS	
MATH-153	STATISTICAL REASONING	
MATH-160	BRIEF CALCULUS	
MATH-170	CALCULUS I	
MATH-254	STATISTICAL METHODS	
MATH-257	MATHEMATICS FOR ELEMENTARY TEACHERS II	
MTHPT-130	FINITE MATHEMATICS	
MTHPT-137	MATH FOR TECHNOLOGY	
MTHPT-153	STATISTICAL REASONING	
Humanistic & Artistic Ways of Knowing		
Select two courses from two different categories (Literature, Arts, Language):		6.00-7.00
Literature		
ENGL-175	LITERATURE AND IDEAS	
ENGL-257	WORLD CLASSICS	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-260	NATIVE AMERICAN LITERATURE	
ENGL-261	MYTHOLOGIES	
Arts		
ART-100	INTRODUCTION TO ART	
HUM-101	THE ART AND HISTORY OF THE MOTION PICTURE	
HUM-150	INTRODUCTION TO THE ARTS	
MUS-101	SURVEY OF MUSIC	
MUS-102	MUSIC IN AMERICA	
MUS-150	WORLD MUSIC	
MUS-151	HISTORY OF MUSICAL THEATER	
MUS-152	HISTORY OF JAZZ AND POPULAR MUSIC STYLES	
THEA-101	SURVEY OF THE THEATER	
Language		
NP-101	NEZ PERCE LANGUAGE AND CULTURE	

NP-102	NEZ PERCE LANGUAGE AND HISTORY	
SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
Scientific Ways of Knowing		
Select two courses from two different disciplines; one course must include a lab:		7.00-8.00
BIOF-100	INTRODUCTION TO BIOINFORMATICS	
BIOL-100	CONCEPTS OF BIOLOGY	
BIOL-120	PLANTS AND PEOPLE	
BIOL-123	BIOLOGY IN FILM	
BIOL-175	HUMAN BIOLOGY	
BIOL-227	HUMAN ANATOMY AND PHYSIOLOGY I	
CHEM-100	CONCEPTS OF CHEMISTRY	
CHEM-105	GENERAL, ORGANIC AND BIOCHEMISTRY	
CHEM-111	PRINCIPLES OF CHEMISTRY I	
ENGR-108	SEMICONDUCTORS, SCIENCE, AND SOCIETY	
FSCI-101	INTRODUCTION TO FORENSIC SCIENCE	
GEOL-101	PHYSICAL GEOLOGY	
GEOL-120	INTRODUCTION TO EARTH SYSTEMS	
GIS-271	GEOGRAPHIC INFORMATION SYSTEMS	
ID-160	WATER AND ENERGY	
ID-240	INTEGRATED SCIENCE II	
NS-140	INTEGRATED SCIENCE I	
NS-150	INTRODUCTION TO NATURAL SCIENCES	
NS-174	NATURAL SCIENCE FOR ELEMENTARY EDUCATOR	
PHYS-111	GENERAL PHYSICS I	
PHYS-171	PHYS SCIENCES FOR ELEMENTARY EDUCATORS	
PHYS-205	DESCRIPTIVE ASTRONOMY	
PHYS-211	PHYSICS FOR SCIENTISTS AND ENGINEERS I	
Social & Behavioral Ways of Knowing		
Take one of the following:		3.00
ECON-202	PRINCIPLES OF MICROECONOMICS	
or ECON-201	PRINCIPLES OF MACROECONOMICS	
Select one of the following:		3.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
GEOG-102	INTRODUCTION TO GEOGRAPHY	
HIST-101	WORLD HISTORY I	
HIST-102	WORLD HISTORY II	
HIST-111	UNITED STATES HISTORY I	
HIST-112	UNITED STATES HISTORY II	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
or SS-184	DIVERSITY IN ORGANIZATIONS	
HRPT-185	HUMAN RELATIONS IN ORGANIZATIONS	
or SS-185	HUMAN RELATIONS IN ORGANIZATIONS	
POLS-101	AMERICAN NATIONAL GOVERNMENT	
POLS-237	INTERNATIONAL POLITICS	
POLS-285	COMPARATIVE GOVERNMENT	
PSYC-101	INTRODUCTION TO GENERAL PSYCHOLOGY	
PSYC-205	LIFESPAN DEVELOPMENTAL PSYCHOLOGY	
SOC-101	INTRODUCTION TO SOCIOLOGY	
SOC-102	SOCIAL PROBLEMS	

Global Perspectives		
Select one of the following:		3.00-4.00
ANTH-102	CULTURAL ANTHROPOLOGY	
ANTH-120	WORLD PREHISTORY	
ANTH-170	INTRODUCTION TO NATIVE AMERICAN STUDIES	
ANTH-360	RACE AND ETHNICITY	
COMM-345	INTERCULTURAL COMMUNICATION	
ENGL-258	INTERNATIONAL LITERATURE	
ENGL-474	NATIVE AMERICAN WRITTEN LITERATURE	
GEOG-102	INTRODUCTION TO GEOGRAPHY	
HIST-101	WORLD HISTORY I	
HIST-102	WORLD HISTORY II	
HIST-111	UNITED STATES HISTORY I	
HIST-112	UNITED STATES HISTORY II	
HRPT-184	DIVERSITY IN ORGANIZATIONS	
ID-300C	ETHICS AND IDENTITY	
KIN-220	SOCIAL-CULTURAL ASPECTS OF SPORTS	
NP-101	NEZ PERCE LANGUAGE AND CULTURE	
NP-102	NEZ PERCE LANGUAGE AND HISTORY	
POLS-285	COMPARATIVE GOVERNMENT	
SOC-101	INTRODUCTION TO SOCIOLOGY	
SPAN-101	ELEMENTARY SPANISH I	
SPAN-102	ELEMENTARY SPANISH II	
SPAN-201	INTERMEDIATE SPANISH I	
SPAN-202	INTERMEDIATE SPANISH II	
SS-184	DIVERSITY IN ORGANIZATIONS	
Integrative Seminar: Ethics & Values		
Select one of the following:		3.00
ID 300A - 300Z (see course descriptions for options)		
ID-301A	HELLS CANYON INSTITUTE	
Total Credits		**37.00-42.00**

Program Requirements

Code	Title	Credits
Major Courses		
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
BUS-101	INTRODUCTION TO BUSINESS	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
BUS-221	INTRODUCTION TO COMPUTERS/INFO SYSTEMS	3.00
Upper Division Courses		
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
Business Electives		
Select two from the following:		6.00
BUS-323	PROMOTION METHODS	
BUS-333	CONSUMER BEHAVIOR	
BUS-340	RETAIL MARKETING	
Total Credits		**24.00**

Students must earn at least a "C-" in all major courses.

Student must earn at least a 2.5 grade point average in all business courses combined, including accounting and economics

Sequential Plan of Study

Course	Title	Credits
First Year		
Fall		
CORE	Mathematical Ways of Knowing	3.00
CORE	Oral Communication	3.00
CORE	Scientific Ways of Knowing	3.00
CORE	Social & Behavioral Ways of Knowing	3.00
ENGL-101	WRITING AND RHETORIC I	3.00
	Credits	**15.00**
Spring		
BUS-101	INTRODUCTION TO BUSINESS	3.00
CORE	Global Perspectives	3.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
ECON-201 or ECON-202	PRINCIPLES OF MACROECONOMICS or PRINCIPLES OF MICROECONOMICS	3.00
ENGL-102	WRITING AND RHETORIC II	3.00
	Credits	**15.00**
Second Year		
Fall		
AC-231	PRINCIPLES OF ACCOUNTING I	3.00
BUS-220	BUSINESS COMMUNICATIONS	3.00
BUS-311	FOUNDATIONS OF MANAGEMENT THEORY	3.00
CORE	Scientific Ways of Knowing	4.00
CORE	Humanistic & Artistic Ways of Knowing	3.00
	Credits	**16.00**
Spring		
BUS-221	INTRODUCTION TO COMPUTERS/INFO SYSTEMS	3.00
BUS-321	PRINCIPLES OF MARKETING	3.00
CORE	Integrative Seminar: Ethics & Values	3.00
Program Requirement	BUS-323, BUS-333 or BUS-340	3.00
Program Requirement	BUS-323, BUS-333 or BUS-340	3.00
	Credits	**15.00**
	Total Credits	**61.00**

Graduates with an AS in Marketing go on to obtain careers in a variety of fields:

- Direct Marketing
- Marketing Assistant
- Retail Marketing
- Public Relations