

MARKETING

Faculty

Donnelly

Associate of Science Degree Marketing

The Associate of Science in Marketing is designed for those students majoring in marketing who wish to transfer to four year institutions within the region. Students should research the institution where they plan to obtain their bachelor's degree to determine business course requirements and should choose from Casper College course offerings accordingly.

(Recommended Curriculum)

General Education (Minimum 32 credits) Credits
General education coursework can be completed from within or outside of the major field of study.

1. Exploration and Participation
 - Laboratory science 4
 - MATH 1400 Pre-Calculus Algebra 4
 - STAT 2050 Fundamentals of Statistics or
 - STAT 2070 Introductory Statistics for Social
Science 5
2. Communication
 - CO/M 1010 Public Speaking 3
 - ENGL 1010 English I: Composition 3
 - ENGL 1020 English II: Composition 3
3. Relationship with the World
 - Human behavior 3
 - U.S. and Wyoming constitutions 3
 - Cultural environment 3
4. General Education Electives
 - Must be chosen from areas 1, 2, or 3 above.
5. Physical Education 1

Major Requirements

- ACCT 2010 Principles of Accounting I 4
- ACCT 2020 Principles of Accounting II 4
- BADM 2010 Business Law I 3
- IMGT 2400 Intro to Information Management 3
- MGT 2100 Principles of Management 3
- MKT 1300 Advertising 3
- MKT 2100 Principles of Marketing 3
- MKT 2200 Consumer Behavior 3

In addition, select 6 credits from the list below:

- BADM 1000 Introduction to Business 3
- BADM 2040 e-commerce 3
- BADM 2195 Entrepreneurship 3
- MKT 1000 Sales 3
- MKT 1100 Retailing 3

All classes in the major must be passed with a "C" or better.

A minimum of 64 approved semester credits are required for graduation. For specific graduation requirements see "Academic Policies" and "Degree Requirements."

Marketing Certificate

The recommended curriculum will prepare students for various entry level positions in marketing including retailing, direct sales, customer service, etc.

(Certificate Requirements)

General Education	Credits
CO/M 1030 Interpersonal Communication	3
ENGL 1010 English I: Composition	3

Major Requirements

ACCT 1905 Practical Accounting I	or
ACCT 2010 Principles of Accounting I	4
BADM 1000 Introduction to Business	or
MGT 2100 Principles of Management	3
BADM 1005 Business Mathematics I	3
BADM 1020 Business Communications	3
BADM 2010 Business Law I	2
MKT 1000 Sales	3
MKT 1300 Advertising	3
MKT 2100 Principles of Marketing	3
MKT 2200 Consumer Behavior	3

For specific graduation requirements see "Academic Policies" and "Degree Requirements."

Associate of Applied Science Degree Retail Merchandising

See Business section for recommended curriculum.

Retail Management Certificate

See Business section for recommended curriculum.

ONLY COURSES NUMBERED 1000 OR ABOVE CAN BE USED TOWARD THE ASSOCIATE OF ARTS, ASSOCIATE OF SCIENCE, ASSOCIATE OF BUSINESS, ASSOCIATE OF FINE ARTS AND ASSOCIATE OF APPLIED SCIENCE DEGREES.