

Requirements 2012-2013

Courses may be subject to prerequisites and minimum grade requirements.

Check online at bellevuecollege.edu/catalog/courses.

Course	Course Title	Credits
BTS 147	Presentation Applications.....	3
BTS 161	Business Software Essentials.....	5
BUS& 101	Introduction to Business.....	5
BUS 120	Organizational Behavior.....	5
BUS& 201	Business Law.....	5
CMST& 220	Public Speaking.....	5
ENGL& 101	English Composition I.....	5
MKTG 131	Principles of Professional Selling.....	5
MKTG 154	Principles of Marketing.....	5
MKTG 200	International Marketing.....	5
MKTG 210	Business Research.....	5
MKTG 234	Advertising.....	5
MKTG 240	eMarketing.....	5
MKTG 271	Consumer Behavior.....	5
Choose 5 credits from the following:		5
ACCT 101	Practical Accounting I (5 Cr)	
ACCT& 201	Principles of Accounting I (5 Cr)	
BUS 145	Business Math (5 Cr)	
Choose 5 credits from the following:		5
BUS 241	Multicultural Business Consulting (5 Cr)	
BUS 250	Entrepreneurship (5 Cr)	
BUS 290	Business Internship (5 Cr)	
CES 241	Multicultural Business Consulting (5 Cr)	
MKTG 290	Marketing Internship (5 Cr)	
MKTG 291	Marketing Strategy (5 Cr)	
Science lab elective.....		6
Six or more credits from BUS/MKTG/IBIT.....		6
GRAND TOTAL		90

Program Contact Info: bellevuecollege.edu/programs/az/ **Marketing Management**

Use Degree Audit to track your progress toward completion of this degree at bellevuecollege.edu/degreeaudit

Please refer to bellevuecollege.edu/programs/degrees/ for latest degree updates and further information.

BC General Education requirements embedded in this degree are designed to address areas and specific requirements that ensure that students' learning experiences prepare them to build fulfilling and successful lives as individuals, workers, citizens, and life-long learners.

Student Name: _____

SID: _____

Program Requirements Courses may be subject to minimum grade requirements and prerequisites			Approved Substitution/Transfer Credit					
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TOTAL:		90						

Exceptions to degree or certificate requirements and graduation information: <http://bellevuecollege.edu/enrollment/graduation/>

Completed form must be submitted to the Evaluations/Graduation Office when applying for graduation.

Program Chair: _____

Date: _____