COLLIN COLLEGE
Curriculum Outline

MARKETING CAREER CLUSTER

MARKETING FICE 23614 CIP 52.0212
AAS - Marketing

FIRST YEAR

First Semester			Lec	Lab	Ext	Cont	Credit
BMGT	1307	Team Building	3	0	0	48	3
BMGT	2347	Critical Thinking and Problem Solving	3	0	0	48	3
MATH	1332	Math for Liberal Arts I [1]	3	0-1	0	48-64	3
MRKG	1301	Customer Relationship Management [8]	3	0	0	48	3
MRKG	1311	Principles of Marketing	3	0	0	48	3
		Total Hours	15	0 - 1	0	240 - 256	15

Second Semester			Lec	Lab	Ext	Cont	Credit
BMGT	1305	Communications in Management	3	0	0	48	3
BMGT	1341	Business Ethics	3	0	0	48	3
BUSG	2309	Small Business Management / Entrepreneurship	3	0	0	48	3
ENGL	1301	Composition I	3	1	0	64	3
IBUS	1354	International Marketing Management [7]	3	0	0	48	3
MRKG	2349	Advertising and Sales Promotion [7]	3	0	0	48	3
		Total Hours	18	1	0	304	18

SECOND YEAR

First Semester			Lec	Lab	Ext	Cont	Credit
BMGT	1327	Principles of Management	3	0	0	48	3
IBUS	2341	Intercultural Management	3	0	0	48	3
MRKG	2312	e-Commerce Marketing	3	0	0	48	3
MRKG	2333	Principles of Selling [8]	3	0	0	48	3
GEN ED		Select one Humanities / Fine Arts General Education course [2]	2-3	0-3	0	48-80	3
		Total Hours	14-15	0-3	0	240-272	15

Second Semester			Lec	Lab	Ext	Cont	Credit
ECON	1301	Introduction to Economics [3]	3	0	0	48	3
MRKG	2348	Marketing Research and Strategies [4]	3	0	0	48	3
MRKG	2381	Cooperative Education - Marketing / Marketing Management, General (Capstone) [5]	1	0	20	336	3
SPCH	1321	Business and Professional Communication [6]	3	0	0	48	3
		Total Hours	10	0	20	480	12
		GRAND TOTAL HOURS				**1264 - 1312**	**60**

1. May substitute MATH-1314 (recommended for transfer students), MATH 1316, MATH 1324, MATH 1325, MATH 1342, MATH 1350, MATH 1351, MATH 1414, MATH 2305, MATH 2318, MATH 2320, MATH 2412, MATH 2413, MATH 2414 or MATH 2415
2. Select one of the following: ARTS 1301, ARTS 1303, ARTS 1304, ARTS 1313, DANC 2303, DRAM 1310, DRAM 2361, DRAM 2362, DRAM 2366, DRAM 2367, ENGL 2322, ENGL 2323, ENGL 2327, ENGL 2328, ENGL 2332, ENGL 2333, ENGL 2342, ENGL 2343, FREN 2303, FREN 2304, HIST 2311, HIST 2312, HIST 2321, HIST 2322, HUMA 1301, MUSI 1306, MUSI 1307, MUSI 1310, PHIL 1301, PHIL 1304, PHIL 2303, PHIL 2306, PHIL 2307 or PHIL 2321
3. May substitute ECON 2301, ECON 2302 or PSYC 2301
4. May substitute BUSG 1307
5. May substitute MRKG 2371, with consent of Discipline Lead (prior to registering)
6. May substitute SPCH-1311 or SPCH-1315
7. Offered Spring semester only
8. Offered Fall semester only