

**MARKETING MANAGEMENT- GENERAL TRANSFER OPTION – B037**

**A.S. in Marketing Management**

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E-Institute: <http://webtide.hccdl.org>

**Courses in red are not available online.**

**Students planning to transfer to the University of Massachusetts Amherst or any other Massachusetts State Colleges or Universities MUST enroll in the Marketing Management MassTransfer Option.**

Upon graduating from, students will be able to interpret accounting data and analyze financial statements, apply the marketing concept, define traditional functions of management and their contribution to strategic planning, and define and execute the principles of retailing, advertising, and customer service/sales.

<b>Term/Grade</b>	<b>Course Number</b>	<b>Course Name</b>	<b>Course Credits</b>	
		<b>GENERAL EDUCATION REQUIREMENTS</b>		<b>20</b>
_____	ENG 101	Language and Literature I	3	
_____	ENG 102	Language and Literature II	3	
_____	ECN 101	Economics I	3	
_____	ECN 102	Economics II	3	
_____	_____	Laboratory Science (D) _____	4	
_____	_____	Laboratory Science (D) _____	4	
		<b>PROGRAM REQUIREMENTS</b>		<b>29-30</b>
_____	ACC 111	Principles of Accounting I	4	
_____	ACC 112	Principles of Accounting II	4	
_____	BUS 115	Computer Applications <b>or</b>		
_____	CSI 111	Computer Concepts w/Applications	3-4	
_____	COM 111	Introduction to Electronic Media	3	
_____	MGT 230	Principles of Management	3	
_____	MKT 110	Principles of Retailing	3	
_____	MKT 226	Principles of Advertising (Spring)	3	
_____	MKT 227	Customer Service and Sales	3	
_____	MKT 240	Principles of Marketing	3	
		<b>PROGRAM ELECTIVES</b>		<b>12-13</b>
_____	_____	Humanities Electives (C) <sup>1</sup> <b>or</b> Business Electives <sup>2</sup> _____	3	
_____	_____	Humanities Electives (C) <sup>1</sup> <b>or</b> Business Electives <sup>2</sup> _____	3	
_____	_____	MTH Elective (D) _____	3-4	
_____	_____	Social Science Elective (B) _____	3	
		<b>Total Credits</b>		<b>61-63</b>

**NOTES:**

- Students transferring to the Isenberg School of Management at the University of Massachusetts Amherst, or to a business program at Westfield State College should choose Business Administration MASS Transfer as a major.

Business Electives should begin with the following prefix: ACC, BUS, CSI, HCA, LAW, MGT, MKT, SEC, SPO.