

ASSOCIATE OF APPLIED SCIENCE DEGREE (AAS)

This degree prepares students for careers in advertising, retail sales and marketing. The program includes a comprehensive exposure to marketing principles and business related issues.

STUDENT LEARNING OUTCOMES - Graduates of this program will have the opportunity to:

- Explain current marketing, merchandising and retail management theories and how they apply to organizational settings.
- Apply marketing and merchandising strategies to real-life retail settings.
- Explain the characteristics of marketing and merchandising plans used in retail establishments.
- Demonstrate the latest techniques and trends in marketing and merchandising practices.

GENERAL EDUCATION REQUIREMENTS (25 Credits):

	CR	SEMESTER
COMMUNICATIONS: BUS 108, COM 101, 102, 215, ENG 100, 101, 102, 107, 113, 114, 205, JOUR 102, THTR 105	3-5	_____
ENGLISH: ENG 100, 101, 107, 113	3-5	_____
HUMAN RELATIONS: ALS 101, ANTH 101, 112, 201, 205, HIST 105, 106, 107, 150, 151, 210, 247, 260, HMS 130, 135B, 265B, MGT 100B, 283, PHIL 135, PSC 201, PSY 101, 102, 207, 208, 261, SOC	3	_____
MATHEMATICS: MATH 120 or above (except MATH 122, 123)	3	_____
SCIENCE: AST, BIOL, CHEM, EGG 131, 132, ENV, GEOG 103, 104, 117, GEOL, HHP 123B, 124B, PHYS	6	_____
FINE ARTS/HUMANITIES/ SOCIAL SCIENCES: AM, ANTH, ART, COM, ECON, ENG 223 or above, GEOG 106 or above, HIST, International Languages, Music, PHIL, PSC, PSY, SOC, THTR, WMST 113	3	_____
U.S. AND NEVADA CONSTITUTIONS: PSC 101 or HIST 101 and HIST 102 or HIST 101 and HIST 217	4-6	_____

SPECIAL PROGRAM REQUIREMENTS (36 Credits):

	CR	SEMESTER
BUS 101 Introduction to Business	3	_____
MKT 111 Introduction to Merchandising	3	_____
MKT 127 Introduction to Retailing	3	_____
MKT 132 Sales Management	3	_____
MKT 210 Marketing Principles	3	_____
MKT 211 Introduction to Professional Sales	3	_____
MKT 262 Introduction to Advertising	3	_____
Plus 6 credits from the following:		
MKT 123 Sales Promotion	3	_____
MKT 125 Introduction to Fashion Merchandising	3	_____
MKT 250 Introduction to International Marketing	3	_____
Plus 9 credits from the following:		
BUS 107 Business Speech Communication	3	_____
BUS 273 Business Law I	3	_____
COM 101 Oral Communication	3	_____
ECON 102 Principles of Microeconomics	3	_____
ECON 103 Principles of Macroeconomics	3	_____
ECON 261 Principles of Statistics I	3	_____
IS 101 Introduction to Information Systems	3	_____
MGT 103 Introduction to Small Business Management	3	_____
MKT 261 Introduction to Public Relations	3	_____
SOC 225 Media and Society	3	_____

MKT-AAS **61**
Total Credits

Students may elect to graduate using the degree requirements in effect at the time of matriculation, or when they declared or changed major or the current catalog. If a program is official after a student has matriculated, the student may choose the degree requirements of the new program. In no case may a student use a catalog which is more than six years old at the time of graduation.

Guided Pathway
Associate of Applied Science (AAS) - Marketing/Merchandising/Retail
Management
Total Credits 61

First Semester	Requirement	Credit Hours	Term
Elective	Communications	3	
ENG 100, 101, 107, 113	English Elective	3	
MATH 120 or Higher	Mathematics Elective	3	
PSC 101	Political Science	4	
Elective	Special Program Requirement	3	
	Total	16	
Second Semester	Requirement	Credit Hours	Term
BUS 101	Introduction to Business	3	
Elective	Human Relations	3	
MKT 111	Introduction to Merchandising	3	
MKT 127	Introduction to Retailing	3	
Elective	Special Program Requirement	3	
	Total	15	
Third Semester	Requirement	Credit Hours	Term
MKT 132	Sales Management	3	
MKT 210	Marketing Principles	3	
Elective	Science	3	
MKT 123, MKT 125 or MKT 250	Sales Promotion, Introduction to Fashion Merchandising or Introduction to International Marketing	3	
Elective	Special Program Requirement	3	
	Total	15	
Fourth Semester	Requirement	Credit Hours	Term
MKT 211	Introduction to Professional Sales	3	
MKT 262	Introduction to Advertising	3	
MKT 123, MKT 125 or MKT 250	Sales Promotion, Introduction to Fashion Merchandising or Introduction to International Marketing	3	
Elective	Science	3	
Elective	Fine Arts	3	
	Total	15	
	Degree Total	61	