

HERKIMER CCC - A.S.MARKETING

HERKIMER CCC	CR	BERKELEY COLLEGE	CR
EN 111 – English I	3	ENG 101, 102, 103	
EN 112 – English II	3	English Comp. I, II, III	9
BU 114- Accounting I	4	ACC 101 – Financial ACC 1	4
BU 115- Accounting II	3	ACC 105- Financial ACC II	4
BU 111 – Business Orgn. & Mgt.	3	BUS 100 – Bus. Org. and Mgt.	4
BU 142- Marketing Research	3	MKT 390- Marketing Research	4
BU 141- Intro to Marketing	3	MKT 220 – Principles of Mkt	4
BU 232- Principles of Management	3	MGT 220- Principles of Mgt.	4
BU 112- Business Communication	3	BUS 265- Business Communication	4
BU 222- Professional Selling	3	MKT 246- Professional selling	4
BU 143- Advertising	3	MKT 231- Advertising promotion	4
MA 127- Statistics I	3	MAT 215- Statistics I	4
BU 245- Marketing Management	3	Business elective	
SS 185- Intro to Macroeconomics	3	SOC 201- Macroeconomics	4
Information Science elective	3	CIS 104, 120	4
Business Elective	3	Business elective	4
Science Elective	3	Science electives	4
Social Sc. Elective	6	Social Science Electives	8
Liberal Arts elective	3	Elective	4
TOTAL	61		
		TO BE COMPLETED AT BERKELEY COLLEGE	
		ACC 104 – Managerial ACC	4
		IBS 230- International Marketing	4
		MKT 410- New Product Develop.	4
		MKT 330- Marketing Logistics	4
		MKT 241- Consumer Behavior	4
		BUS 220 – Placement Seminar	1
		BUS 231- Business Law I	4
		BUS 451- Business Strategy ...	4
		BUS 482 – Internship	5
		FIN 300 – Principles of Finance	4
		IBS 201- International Business	4
		MGT 220 – Principles of Mgt	4
		MGT 249- Human Resource Mgt	4
		CIS 125 Graphical BU Presen	2
		ENG 111- Oral Communication	3
		MAT 210- Quantitative Math	4
		SOC 202- Microeconomics*	4

		SOC 225- Psychology	4
		Humanities Electives*	8
		Math/Sc electives*	8
		Social Science electives*	8
		Free Electives*	20
		Business Electives*	12
		TOTAL at BERKELEY COLLEGE	90

* Credits if not taken at Herkimer CCC