

CYBER TECH CAREER COLLEGE

ASSOCIATES DEGREE MARKETING

GENERAL EDUCATION COURSES

CODE	COURSES DESCRIPTION	CRE
SCS 100	STUDENT COLLEGE SUCCESS	1
ENG 101	ENGLISH COMPOSITION I	3
ENG 110	ENGLISH COMPOSITION II	3
MAT 115	COLLEGE ALGEBRA I	3
MAT 116	COLLEGE ALGEBRA II	3
PSY 101	INTRODUCTION TO PSYCHOLOGY	3
BIO 101	INTRO TO BIOLOGY	3
CIS 101	COMPUTER FUNDAMENTALS (COMPUTER SCIENCE ELECTIVE)	3
FLG 120	FOREIGN LANGUAGE I (FOREIGN LANGUAGE ELECTIVE)	3

CORE COURSES

CODE	COURSES DESCRIPTION	CRE
ACC 135	FINANCIAL ACCOUNTING	3
CIS 155	DIGITAL TECHNOLOGIES IN BUSINESS	3
BUS 101	BUSINESS COMMUNICATION	3
MGR 101	PRINCIPLES OF MANAGEMENT	3
MKT 101	PRINCIPLES OF MARKETING	3
MKT 219	CONTENT, ADVERTISING & SOCIAL MEDIA	3
CIS 150	DESKTOP PUBLISHING & PRESENTATION APPLICATION	3

MAJOR COURSES

CODE	COURSES DESCRIPTION	CRE
MKT 210	ADVERTISING & PROMOTION DEVELOPMENT	3
MKT 240	PUBLIC RELATIONS	3
MKT 235	MARKETING RESEARCH	3
MKT 220	GLOBAL MARKETING	3
MKT 230	MARKETING MANAGEMENT	3
MKT 215	CUSTOMER BEHAVIOR & TREND	3
MGR 165	ORGANISATIONAL BEHAVIOUR	3
CUS 201	CUSTOMER SERVICE	3

GENERAL EDUCATION COURSES	25 CREDITS
COURSE COURSES	21 CREDITS
MAJOR COURSES	24 CREDITS

TOTAL 70 CREDITS

RECOMMENDED COURSE SEQUENCE

(Full-Time Students - 12 Credits/Semester)

FIRST TRIMESTER

- SCS 100 STUDENT COLLEGE SUCCESS
- ENG 101 ENGLISH COMPOSITION I
- CIS 101 COMPUTER FUNDAMENTALS
- MAT 115 COLLEGE ALGEBRA I

SECOND TRIMESTER

- MAT 116 COLLEGE ALGEBRA II
- PSY 101 INTRODUCTION TO PSYCHOLOGY
- BIO 101 INTRODUCTION TO BIOLOGY
- ENG 110 ENGLISH COMPOSITION II

THIRD TRIMESTER

- FLG 120 FOREIGN LANGUAGE I
- ACC 135 FINANCIAL ACCOUNTING
- CIS 155 DIGITAL TECHNOLOGIES IN BUSINESS
- BUS 101 BUSINESS COMMUNICATION

SUMMER BREAK (SUMMER SEMESTER)

FOURTH TRIMESTER

- MGR 101 PRINCIPLES OF MANAGEMENT
- MKT 101 PRINCIPLES OF MARKETING
- MKT 219 CONTENT, ADVERTISING &
PRESENTATION
- CIS 150 DESKTOP PUBLISHING &
PRESENTATION APPLICATION

FIFTH TRIMESTER

- MKT 210 ADVERTISING AND PROMOTION
DEVELOPMENT
- MKT 240 PUBLIC RELATIONS
- MKT 235 MARKETING RESEARCH
- MKT 220 GLOBAL MARKETING

SIXTH TRIMESTER

- MKT 230 MARKETING MANAGEMENT
- MKT 215 CUSTOMER BEHAVIOR & TRENDS
- MGR 165 ORGANISATIONAL BEHAVIOUR
- CUS 201 CUSTOMER SERVICE

SUMMER BREAK (SUMMER SEMESTER)