

ORANGE COUNTY COMMUNITY COLLEGE				BERKELEY COLLEGE		
A.S. BUSINESS ADMINISTRATION				BBA MARKETING COMMUNICATIONS		
				Accepted Credits	Semester Credits	
Major Core Courses				Major Core Courses		
				MKT2222	Fundamentals of Marketing Research	3
				MKT2241	Consumer Behavior	3
				MKT2242	Branding	3
				MKT3310	Services Marketing	3
				MKT4465	Strategic Marketing Capstone	3
					Total	15
Major Elective Courses				Major Elective Courses		
ACC154	Managerial Accounting	4		MKTXXXX	Marketing Elective	
MGT205	Human Resource Management	3		MKTXXXX	Marketing Elective	
				MKTXXXX	Marketing Elective - 3000/4000 level	3
				MKTXXXX	Marketing Elective - 3000/4000 level	3
				MKTXXXX	Marketing Elective - 3000/4000 level	3
				MKTXXXX	Marketing Elective - 3000/4000 level	3
					Total	12
Business Core Courses				Business Core Courses		
ACC153	Financial Accounting	4		ACC1111	Financial Accounting I	
				BUS1101	Career & Business Essentials	3
BUS201	Business Law I	3		BUS2231	Business Law I	
				BUS4483	Internship	3
BUS161	Computer Applications for Business	3		CIS1115	Computer Applications	
				FIN3301	Principles of Finance I	3
ECO201	Macro Economics	3		ECO2200	Principles of Economics	
BUS207	International Business	3		IBS2201	International Business	
MGT201	Principles of Management	3		MGT2220	Principles of Management	
MKT101	Principles of Marketing	3		MKT2220	Principles of Marketing	
					Total	9
Liberal Arts & Science Core Courses				Liberal Arts & Science Core Courses		
	WAIVE	3		SOC1123	Psychology of Adjustment	
ENG101	Freshman English I	3		ENG1105	Writing & Research	
ENG102	Freshman English II	3		ENG2205	Writing Through Literature	
BUS205	Business Statistics	3		MAT2215	Statistics I	
				SOC2231	Human Relations	3
				HUM2225	Introduction to Ethics	3
MAT122	Trigonometry*	3		MAT/SCIXXX	MAT/SCI Elective - 200 level	
				ENG3315	Advanced Writing	3
SCI	Natural Science Elective	3		SCIXXXX	SCI Elective	
				ENGXXXX	ENG Elective	3
HIS/FLA	History or Foreign Language Elective	3		HUMXXXX	HUM Elective	
ECO202	Micro Economics	3		SOCXXXX	SOC Elective	
				XXXX	Liberal Arts Elective	3
				XXXX	Liberal Arts Elective	3
					Total	18
Free Elective Courses				Free Elective Courses		
BUS203	Business Communications	3		XXXX	Free Elective	
BUS202	Business Law II	3		XXXX	Free Elective	
MAT121	Algebra*	3		XXXX	Free Elective	
HIS/FLA	History or Foreign Language Elective	3		XXXX	Free Elective	
				XXXX	Free Elective	3
						3
	* Recommended Course. Depending upon course taken, credit may apply elsewhere					
		65			Total Program Credits	57
Note: Twelve of the liberal arts credits must be at the 3000/4000 level.						