

ORANGE COUNTY COMMUNITY COLLEGE				BERKELEY COLLEGE	
A.A.S. MARKETING				BBA MARKETING COMMUNICATIONS	
				Accepted Credits	Semester Credits
<b>Major Core Courses</b>				<b>Major Core Courses</b>	
				MKT2222	Fundamentals of Marketing Research
				MKT2241	Consumer Behavior
				MKT2242	Branding
				MKT3310	Services Marketing
				MKT4465	Strategic Marketing Capstone
					<b>Total</b>
					<b>15</b>
<b>Major Elective Courses</b>				<b>Major Elective Courses</b>	
BUS111	E-Business Principles <b>OR</b>	3		MKTXXXX	Marketing Elective
MKT115	E-Marketing Principles			MKTXXXX	Marketing Elective
MKT202	Salesmanship	3		MKTXXXX	Marketing Elective - 3000/4000 level
				MKTXXXX	Marketing Elective - 3000/4000 level
				MKTXXXX	Marketing Elective - 3000/4000 level
				MKTXXXX	Marketing Elective - 3000/4000 level
					<b>Total</b>
					<b>12</b>
<b>Business Core Courses</b>				<b>Business Core Courses</b>	
ACC101	Accounting I	4		ACC1111	Financial Accounting I
BUS103	Introduction to Business	3		BUS1101	Career & Business Essentials
BUS201	Business Law I	3		BUS2231	Business Law I
				BUS4483	Internship
BUS161	Computer Applications for Business	3		CIS1115	Computer Applications
				FIN3301	Principles of Finance I
				ECO2200	Principles of Economics
				IBS2201	International Business
MGT201	Principles of Management*	3		MGT2220	Principles of Management
MKT101	Principles of Marketing	3		MKT2220	Principles of Marketing
					<b>Total</b>
					<b>12</b>
<b>Liberal Arts &amp; Science Core Courses</b>				<b>Liberal Arts &amp; Science Core Courses</b>	
PSY100	Psychology of Adjustment*	3		SOC1123	Psychology of Adjustment
ENG101	Freshman English I	3		ENG1105	Writing & Research
ENG102	Freshman English II	3		ENG2205	Writing Through Literature
				MAT2215	Statistics 1
				SOC2231	Human Relations
				HUM2225	Introduction to Ethics
	Mathematics Elective*			MAT/SCIXXX	MAT/SCI Elective - 200 level
				ENG3315	Advanced Writing
				SCIXXXX	SCI Elective
				ENGXXXX	ENG Elective
				HUMXXXX	HUM Elective
	Social Science Elective	3		SOCXXXX	SOC Elective
	Liberal Arts Elective	3		XXXX	Liberal Arts Elective
	Liberal Arts Elective	3		XXXX	Liberal Arts Elective
					<b>Total</b>
					<b>24</b>
<b>Free Elective Courses</b>				<b>Free Elective Courses</b>	
BUS105	Business and Society	3		XXXX	Free Elective
BUS101	Business Math	3		XXXX	Free Elective
MKT203	Marketing Management	3		XXXX	Free Elective
BUS203	Business Communications	3		XXXX	Free Elective
MKT201	Advertising	3		XXXX	Free Elective
MKT204	Problems in Marketing	3			
	* Recommended Course. Depending upon course taken, credit may apply elsewhere				
					<b>0</b>
		<b>61</b>			<b>Total Program Credits</b>
					<b>63</b>
Note: Twelve of the liberal arts credits must be at the 3000/4000 level.					