

Nashville State Community College
BUSINESS
 Marketing Concentration
 2016-17 Catalog – A.A.S. Degree

NAME: _____
 PHONE: (WORK) _____ (HOME) _____
 ADVISOR: _____
 DATE / TIME: _____

#A _____
 E-MAIL: _____
 OFFICE/PHONE: _____
 DATE / TIME: _____

FIRST YEAR - FALL SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
BUSN 1305 Introduction to Business (Formerly BUS 1113 Intro to Business)	3		NONE
BUSN 1350 Sales and Service (Formerly MKT 1400 Customer Service & Sales)	3		NONE
BUSN 1360 Software App. for Business	3		Level 2 placement in Reading
ENGL 1010 English Composition I	3		Level 2 placement in English or Level 1 placement in English with concurrent enrollment in ENGL 0815; Reading: Level 2 placement in Reading or concurrent enrollment in READ 0815
LOGI 1000 Introduction to Logistics	3		NONE
NSCC 1010 First Year Experience	1		NONE

FIRST YEAR - SPRING SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
BUSN 2330 Principles of Management (Formerly BUS 2400 Principles of Management)	3		Level 2 placement in English and Reading
BUSN 2380 Principles of Marketing (Formerly MKT 2220 Marketing)	3		Level 2 placement in English and Reading
Humanities/Fine Arts Elective – Recommended Courses: ART 1030 or MUS 1030	3		Level 1 placement in English; Level 2 placement in Reading or concurrent enrollment in READ 0815.
Mathematics Elective, choose one: MATH 1010, MATH 1530, or MATH 1630	3		Level 2 placement or higher in Math or concurrent enrollment in MATH 0825
SPCH 1010 Fundamentals of Speech Comm or SPCH 1112 Speech	3		ENGL 1010 and Level 2 placement in Reading or concurrent enrollment in READ 0815

SECOND YEAR – FALL SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
ACCT 1010 Principles of Accounting I (Formerly ACT 1104)	3		Level 2 placement in Math and Reading
BUSN 2300 Business Ethics (Formerly BUS 2310 Business Ethics)	3		Level 2 placement in English and Reading
BUSN 2350 Organizational Behavior (Formerly BUS 2111 Organizational Behavior)	3		Level 2 placement in English and Reading
BUSN 2370 Legal Environment of Business (Formerly BUS 2650 Legal Environment of Business)	3		Level 2 placement in English and Reading
BUSN 2385 Social Media Marketing	3		NONE

SECOND YEAR - SPRING SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
ACCT 1020 Principles of Accounting II (Formerly ACT 1105)	3		ACCT 1010 (C or Higher)
BUSN 2383 Consumer Behavior (Spring Only) (Formerly MKT 2221 Consumer Behavior)	3		Level 2 placement in English and Reading; BUSN 2380 (Formerly MKT 2220)
BUSN 2395 Business Applications (Formerly BUS 2900 Management Applications)	3		BUSN 1350 (Formerly MKT 1400), BUSN 2350 (Formerly BUS 2111), BUSN 2370 (Formerly BUS 2650), BUSN 2380 (Formerly MKT 2220), and ECON 2210 or ECON 2020
ECON 2010 Macroeconomics <u>or</u> ECON 2020 Microeconomics	3		Level 2 placement in English and Reading; NOTE: ECON 2010 is not a prerequisite for ECON 2020
TECHNICAL ELECTIVE – Recommended Courses: BUSN 1300, BUSN 1301, or FIN 2110	3		BUSN 1300: None BUSN 1301: None

