

Nashville State Community College
BUSINESS
 Marketing Concentration
 2015-16 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
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
INFS 1010 Computer Applications	3		Level 2 placement in Reading
LOGI 1000 Supply Chain Management	3		None

FIRST YEAR - SPRING SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
BUSN 2300 Business Ethics (Formerly BUS 2310 Business Ethics)	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
¹ HUMANITIES ELECTIVE	3		See NSCC Catalog for list of courses.
MATH 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	3		Level 2 placement in Math and Reading
BUSN 2330 Principles of Management (Formerly BUS 2400 Principles of Management)	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
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

SECOND YEAR - SPRING SEMESTER

Course No. and Title	Cr.	Term	Prerequisite
ACCT 1020 Principles of Accounting II	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 2010 or ECON 2020. Should be completed during the last semester at NSCC. Program approval required.
² SOCIAL SCIENCES ELECTIVE	3		See NSCC Catalog for list of courses.
TECHNICAL ELECTIVE	3		Any BUSN (BUS), ECON, ENTR, FIN (BNK), LOGI or (MKT) course, or a related advisor approved course, or Co-op Internship.

Cooperative work experience can be an important addition to a student's formal classroom work. Co-op courses may substitute for technical elective courses with the prior approval of the Program Coordinator. The Career Employment Center will provide the correct course numbers. ¹ **Humanities and/or Fine Arts (at least one must be literature): Choose from ART 1030 (recommended); ARTH 2010, 2020; ENGL 2010, 2020, 2030, ENGL 2110 Survey of American Literature (recommended), 2120, 2133, 2140, 2210, 2220, 2310, 2320; MUS 1030; PHIL 1030, PHIL 1111 Introduction to Ethics (recommended), 2022, 2200; THEA 1030.**

² **Social/Behavioral Sciences:** Choose from ECON 2010, 2020; GEOG 1010, 1020; POLS 1030, PSYC 2000; 2010; **PSYC 1030 (recommended)**, 2120, 2130; **SOCI 1010 (recommended)**, 1020, 2010