



INDIAN RIVER STATE COLLEGE
PROGRAM AS - Marketing Management
Meta Major: Business
2018-2019 Guided Pathway
20650 Credit Hours 60

Note: Highlighted courses have been identified as "key courses." It is strongly advised that students make every effort to pass these courses on the first attempt with a "C" or higher in order to be successful in this program. Please see your advisor if you have any concerns about your success in these courses

First Semester				
Check when complete	Course Number	Title	Credit Hours	Prerequisite
<input type="checkbox"/>	ENC1101	English Composition I	3	
<input type="checkbox"/>	MAR2101	Social Media Marketing	3	
<input type="checkbox"/>	GEB1011	Introduction to Business	3	
<input type="checkbox"/>	SLS1261	Essentials of Contemporary Leadership	3	
<input type="checkbox"/>	MAR2011	Principle of Marketing	3	
Total Semester Credit Hours			15	

Second Semester				
Check when complete	Course Number	Title	Credit Hours	Prerequisite
<input type="checkbox"/>	BUL2241	Business Law I	3	
<input type="checkbox"/>	MAN2021	Principles of Management	3	
<input type="checkbox"/>	ACG2001	Financial Accounting I	3	
<input type="checkbox"/>	PHY1020	Principles of Physics	3	
<input type="checkbox"/>	GEB2214	Business Communications	3	
Total Semester Credit Hours			15	

Third Semester				
Check when complete	Course Number	Title	Credit Hours	Prerequisite
<input type="checkbox"/>	GEB2941	Applied Internship	3	
Total Semester Credit Hours			3	

INDIAN RIVER STATE COLLEGE
PROGRAM AS - Marketing Management
Meta Major: Business
2018-2019 Guided Pathway

Fourth Semester				
Check when complete	Course Number	Title	Credit Hours	Prerequisite
<input type="checkbox"/>	ECO2013	Principles of Economics Macro	3	
<input type="checkbox"/>	QMB1001	Mathematics of Business	3	
<input type="checkbox"/>	MKA2021	Salesmanship	3	
<input type="checkbox"/>	MAN2300	Introduction to Human Resource Management	3	
			12	

Fifth Semester				
Check when complete	Course Number	Title	Credit Hours	Prerequisite
<input type="checkbox"/>	ADV2000	Advertising and Sales Promotion	3	
<input type="checkbox"/>	ARH1000	Art Appreciation	3	
<input type="checkbox"/>	ECO2023	Principles of Economics Micro	3	
<input type="checkbox"/>	MNA1821	Electronic Commerce	3	
<input type="checkbox"/>	SBM1000	Entrepreneurship	3	
		Total Semester Credit Hours	15	