

BUSINESS ADMINISTRATION

Associate in Applied Science A.A.S.: Option 6: Business Administration Degree - Social Media Specialist

This 61 credit-hour program is designed to assist students in a wide variety of business occupations. The curriculum is structured to meet the needs of individuals interested in gaining or improving business knowledge and management skills. The program develops abilities that will help organize, coordinate and evaluate the functions of a marketing department or branch of an organization in either an industrial or administrative management capacity. This degree also provides the fundamental management skills needed by the successful owner-manager of a business.

This degree is shown in a standardized sequential semester option. However, it available as fast track modality, apprenticeships and online options as well. Please contact an advisor to get the most current scheduling. This degree plan is one of six options that students may pursue to earn the Business Administration Associate in Applied Science (AAS) degree. While there are multiple specializations, this particular degree can be awarded only once.

FIRST SEMESTER:

Number	Course Title	Credits	Course Category
ENG 101	Composition I	3	AAS General Education
MCM 150	Social Media Management and Measurement	3	Program Requirement
MGT 150	Business Math ¹	3	AAS General Education
MGT 154	Entrepreneurship ² or		
MGT 111	Introduction to Business Organization	3	Program Requirement
PSY 101	Introduction to Psychology ⁺	3	AAS General Education

SECOND SEMESTER:

Number	Course Title	Credits	Course Category
ACC 101	Introduction to Financial Accounting	4	Program Requirement
CIS 100	Computer and Digital Literacy or		
CIS 101	Introduction to Computer Information Systems	3	Program Requirement
	Humanities ³	3	AAS General Education
MKT 217	Advertising	3	Program Requirement
MKT 245	Principles of Marketing	3	Program Requirement

THIRD SEMESTER:

Number	Course Title	Credits	Course Category
ACC 102	Introduction to Managerial Accounting ⁴ or		
PSY 245	Industrial/Organizational Psychology	3	Program Requirement
ECO 200	Introduction to Economics ⁵ or		
ECO 211	Microeconomics or		
ECO 212	Macroeconomics	3	AAS General Education
MGT 165	Global Business ⁺	3	Program Requirement
MGT 270	Principles of Management	3	Program Requirement
MKT 180	Strategic Communication for A Digital World	3	Program Requirement

FOURTH SEMESTER:

Number	Course Title	Credits	Course Category
ACC 211	Business Law I	3	Program Requirement
MCM 233	Introduction to Public Relations	3	Program Requirement
MGT 218	Introduction to Finance	3	Program Requirement
MKT 252	Internet Marketing	3	Program Requirement
MKT 243	Social Commerce and Sales	3	Program Requirement

¹ The mathematics requirement for this degree can be met with Math Competency. See [Math Competency options](#) for information. Students who utilize Math Competency to meet the mathematics requirement must complete an additional three credit-hour elective. See full list of [AAS General Education Electives](#).

² MGT 154 is recommended.

³ PHI 150 (Business Ethics) is recommended.

⁴ ACC 102 is recommended.

⁵ ECO 200 is recommended.

⁺ This course meets the World Cultures and Diversity graduation requirement.