



AAS Marketing
Guided Pathway
 Effective beginning with the 2022-2023 catalog

First Year – Collin College

FIRST SEMESTER	SECOND SEMESTER
BMGT 1327 Principles of Management	^c ENGL 1301 Composition I
MRKG 1301 Customer Relationship Management	IBUS 1354 International Marketing Management
MRKG 1311 Principles of Marketing	MRKG 2312 eCommerce Marketing
MRKG 2333 Principles of Selling	MRKG 2348 Marketing Research and Strategies
^c Speech (see list below)	MRKG 2349 Advertising and Sales Promotion
15 credit hours	15 credit hours

Second Year – Collin College

FIRST SEMESTER	SECOND SEMESTER
BMGT 2303 Problem Solving and Decision Making	BMGT 1341 Business Ethics
BUSG 2309 Small Business Management/Entrepreneurship	^c Social/Behavioral Sciences (see list below)
^c Mathematics (see list below)	^c Humanities/Fine Arts (see list below)
MRKG 2371 Strategies in Social Media Marketing	MRKG 2373 Digital Marketing Analytics
MRKG 2372 Digital Marketing	MRKG 2381 Cooperative Education - Marketing/Marketing Management, General (Capstone)*
15 credit hours	15 credit hours

**May substitute BUSG 2371 with consent of Discipline Lead and approved by Program Director/Associate Dean (prior to registering).*

AAS Marketing

Contact your advisor at Collin College for information about applying for your associate degree.

^cCore Curriculum transferrable to any public college or university in Texas.

Collin Options:

Mathematics - choose one from: **MATH** 1314, 1316, 1324, 1325, 1332, 1342, 1350, 1351, 2305, 2318, 2320, 2412, 2413, 2414, 2415

Humanities/Fine Arts - choose one from: **ENGL** 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343, **HIST** 2311, 2312, 2321, 2322, **HUMA** 1301, **PHIL** 1301, 1304, 2303, 2306, 2307, 2321, **ARTS** 1301, 1303, 1304, 1313, **DANC** 2303, **DRAM** 1310, 2361, 2362, 2366, **MUSI** 1306, 1307, 1310

Social/Behavioral Sciences – choose one from: **ECON** 1301, 2301, 2302, **PSYC** 2301

Speech – **SPCH** 1311, 1315, 1321