

**ASSOCIATE IN APPLIED SCIENCE DEGREE:
MANAGEMENT DEVELOPMENT
Marketing Specialization
(Suggested Occupational Plan)**

This degree is designed to prepare students for a wide variety of positions in sales and marketing, including some management positions.

	Lec.	Lab	Sem. Hrs.	Clock Hours
FIRST SEMESTER				
ENGL 1301. Composition I.....	3	1	3	64
BMGT 1327. Principles of Management.....	3	0	3	48
MRKG 1311. Principles of Marketing.....	3	0	3	48
ACNT 1303. Introduction to Accounting I.....	3	0	3	48
ITSC 1309. Integrated Software Applications I.....	2	4	3	96
SECOND SEMESTER				
ENGL 1302. Composition II.....	3	0	3	48
SPCH 1315. Fundamentals of Public Speaking OR				
SPCH 1321. Business and Professional				
Communication.....	3	0	3	48
MRKG 2333. Principles of Selling.....	3	0	3	48
HRPO 1311. Human Relations.....	3	0	3	48
Humanities/Visual or Performing Arts Elective.....	3	0	3	48
THIRD SEMESTER				
Mathematics/Natural Science Elective.....	3	0-4	3-4	48-112
POFT 1321. Business Math.....	3	0	3	48
FOURTH SEMESTER				
HRPO 2301. Human Resources Management.....	3	0	3	48
MRKG 2349. Advertising and Sales Promotion.....	3	0	3	48
MRKG 2348. Marketing Research and Strategies.....	3	0	3	48
MRKG 1266. Practicum-Marketing/Marketing				
Management, General.....	0	18	2	288
BMGT 1174. Seminar.....	1	0	1	16
Elective Program Elective: BUSI 1301,				
RELE 1406,or BNKG 1303.....	3-4	0	3-4	48-64
FIFTH SEMESTER				
ECON 2301. Principles of Macroeconomics.....	3	0	3	48
MRKG 1302. Principles of Retailing.....	3	0	3	48
BMGT 2309. Leadership (Capstone).....	3	0	3	48
BMGT 1301. Supervision.....	3	0	3	48
BMGT 2268. Practicum-Business Administration and				
Management, General.....	0	18	2	288
Total Semester Hours for Associate Degree		65-67		

Courses in **bold type** meet General Education requirements for Del Mar College Associate in Applied Science degrees.