

# IDAHO STATE UNIVERSITY COLLEGE OF TECHNOLOGY

## **PROGRAM TITLE: *MARKETING AND MANAGEMENT OCCUPATIONS***

### TYPICAL COURSE SEQUENCE (by Option)

#### **BUSINESS TECHNOLOGY, TECHNICAL CERTIFICATE**

##### FIRST SEMESTER

MART 110	Interpersonal Relations	2 cr
MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 114	Principles of Retail Selling	2 cr
MART 115	Business Concepts	1 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

##### SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 121	Essentials of Management	3 cr
MART 121	Marketing Applications	3 cr
MANT 252	Employment Seminar	1 cr
MANT 131	Quality Customer Service	2 cr

##### SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

#### **BUSINESS ADMINISTRATION, AAS**

##### FIRST SEMESTER

MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 240	Professional Selling	3 cr
CIS 101 & 101L	Introduction to Computers Systems & Lab	3 cr
ENGL 101	English Composition	3 cr

##### SECOND SEMESTER

BI 120	Concepts of Accounting	3 cr
MANT 135	Work Place Relations	3 cr
MANT 250	Supervision	3 cr
MART 130	Advertising & Promotions	3 cr
ENGL 102	Critical Reading & Writing	3 cr

##### SUMMER SESSION

MANT 130	Business Communications	3 cr
COMM 101	Principles of Speech	3 cr

##### FALL SEMESTER

Goal 12	General Education Goal 12	3 cr
MGT 261	Legal Environment of Business	3 cr
ACCT 202	Principles of Accounting II	
	OR	
ACCT 341	Managerial Cost Accounting	3 cr
ECON 201	Macro Economics	3 cr

**SPRING SEMESTER**

ECON 202	Micro Economics	3 cr
MATH 160	Brief Calculus (may need prerequisites)	4 cr
MGT 216	Business Statistics	3 cr
TGE 158	Employment Strategies	2 cr

**MARKETING & MANAGEMENT TECHNOLOGY, AAS****FIRST SEMESTER**

MART 111	Economic Essentials	2 cr
MART 112	Essentials of Marketing	3 cr
MART 113	Marketing Mathematics	2 cr
MART 240	Professional Selling	3 cr
BI 170	Introduction to Computers	3 cr
ENGL 101	English Composition	3 cr

**SECOND SEMESTER**

BI 120	Concepts of Accounting	3 cr
MANT 135	Work Place Relations	3 cr
MANT 250	Supervision	3 cr
MART 130	Advertising & Promotions	3 cr
COMM 101	Principles of Speech	3 cr

**SUMMER SESSION**

Goal 12	General Education Goal 12	3 cr
Goal 4-11	General Education Goal 4-11	4 cr

**FALL SEMESTER**

MANT 242	Intro to Business Law & Ethics	3 cr
MANT 245	Introduction to Finance	4 cr
MART 121	Marketing Applications	3 cr
WDM 176	Desktop Publishing & Multimedia	3 cr
MATH 123	Math in Modern Society	3 cr

**SPRING SEMESTER**

MANT 130	Business Communications	3 cr
MANT 251	Small Business Management	3 cr
MART 242	Business Marketing E-Commerce	3 cr
MART 250	Retail Management	3 cr
MART 259	Career Internship	3 cr
TGE 158	Employment Strategies	2 cr