

**HCC Associate in Business Administration (Marketing)
to
AIC Bachelor of Science in Business Administration: Marketing**

Student Name: _____
 Evaluator: _____
 Date: _____

HCC Course	HCC Course Name	HCC Credit	AIC Course #	Sub-category	AIC Course name	AIC Credit
Personal and Professional Development						
WAIVE	Waive		AIC1140		APEX1 (or elective)	1
			AIC2140		APEX2	1
			AIC3140		APEX3	1
			AIC4140		APEX4	1
Civic and Social Responsibility						
PSY110/ SOC110	Introduction to Psychology OR Sociology	3	PSY1401/SOC1100	Individual and Interpersonal Behavior	General Psychology I OR Introduction to Sociology	3
				Global Perspective	Select one: ECO1010; HST1400; HST1410; HST1420; HST1430; HST1500; HST2440; IBS1420; POL1500	3
Human Culture and Expression						
<i>(5 courses, 15 credits total, with 2 courses in Composition and Communication and the 3 remaining courses in at least 2 of the remaining 3 areas)</i>						
ENG101	College Composition I	3	ENG1201		English Composition	3
ENG102	College Composition II	3	ENG 1202		Analytical Writing	3
				Language and Literature OR Visual and Fine Arts OR Philosophy and Ethics course	L&L Any Literature Elective 2xxx or higher or Any Elem. of Inter. Foreign Language (incl. Sign Language), V&FA Select one: ART1000; ART1010; ART1030; ART1100; ART1120; COM2460; COM3290; MUS XXXX; THR1400 or VDA2460, P&E Select one: PHI1000; PHI1200; PHI1400; PHI2010; PHI2030	3
				Language and Literature OR Visual and Fine Arts OR Philosophy and Ethics course	L&L Any Literature Elective 2xxx or higher or Any Elem. of Inter. Foreign Language (incl. Sign Language), V&FA Select one: ART1000; ART1010; ART1030; ART1100; ART1120; COM2460; COM3290; MUS XXXX; THR1400 or VDA2460, P&E Select one: PHI1000; PHI1200; PHI1400; PHI2010; PHI2030	3
				Language and Literature OR Visual and Fine Arts OR Philosophy and Ethics course	Any Human Culture and Expression Course (not previously taken above)- Must be from different sub-category.	3
Scientific Perspectives and Inquiry						
SCI ELE	Lab Science (see AIC approved gen. ed. She	4	SCI ELE		Science Gen Ed course (with lab)	4
SCI ELE	Lab Science (see AIC approved gen. ed. She	4	SCI ELE		Science Gen Ed course (with lab)	4
Business Core						
ACC111	Principles of Accounting I	3	ACC1201		Principles of Accounting I	3
ACC112	Principles of Accounting II	3	ACC1601		Principles of Accounting II	3
BUS220	Business Communications	3	BUS1407		Business Communications	3
LAW211	Business Law	3	BUS3000		Business Law	3
ECN101	Introduction to Macroeconomics	3	ECO1401	American Heritage/Society	Macroeconomics	3
			ECO1402	American Heritage/Society	Microeconomics	3
			FIN2003		Managerial Finance	3
			IBS1400		Introduction to International Business	3
			MAT1250		Finite Mathematics I	3
MTH142	Statistics	3	MAT1430	Quantitative Literacy	Foundations of Statistics	3
MGT230	Principles of Management	3	MGT1400		Principles of Management	3
BUS115	Computer Applications	3	MIS1220		Applications of Microcomputers	3
			MIS2310		Introduction to Management Information Systems	3
MKT240	Principles of Marketing	3	MKT1450		Principles of Marketing	3
			MGT4800		Senior Policy Seminar	3
Major Requirements						
			MKT2600		Consumer Behavior	3
MKT110	Retailing and E-Commerce	3	MKT2610		Distribution Strategies	3
			MKT2700		Brand and Price Strategies	3
			MKT2710		Marketing Communication Strategies	3
			MKT4810		Strategic Marketing	3
			BUS4899		Internship	3
MKT226	Advertising and Promotion	3	MKT3500		Advertising	3
MKT227	Sales and Customer Service	3	MKT3400		Professional Sales Development	3
			MKT3XXX		3XXX level or higher Marketing course	3
			MKT3XXX		3XXX level or higher Marketing course	3
			MKT3XXX		3XXX level or higher Marketing course	3
Electives						
BUS101	Introduction to Business	3	ELE		Elective	3
BUS112, 113, & 114	Professional Etiquette, Ethics in Business, Money Management	3	ELE		Elective	3
ELE	Program Elective	3	ELE		Elective	3

Total Credits Earned at HCC

62

Total AIC Credits Remaining

58