

Sample Academic Plan: Business- Marketing AA/AS Degree (Non-transfer)

Catalog: 22-23

GE Pattern: Sierra College

Full Time, Total Units: 60

NOTE: This program roadmap represents one possible pathway to complete the program. Please see a counselor to create an academic plan that is customized to meet your needs. This roadmap is not a guarantee of course availability or financial aid applicability. For counseling appointments call (916) 660-7400.

First Year

Semester 1 (14 units)

Course Number	Course Title	Units	Area
BUS 0260	Introduction to Business	3 units	Major
BUS 0280	Introduction to Marketing	3 units	Major
MATH 0013	Elementary Statistics	4 units	SC Area D2/LS 4
ENGL 0001A	College Read/Write/Research	4 units	SC Area D1/LS 1 & 2

Semester 2 (15 units)

Course Number	Course Title	Units	Area
BUS 0281	Advertising	3 units	Major
BUS 0282	Marketing in the Digital Age	3 units	Major
BUS 0266	Business Communications	3 units	SC Area LS3
	General Education	3 units	SC Area C
	Elective	3 units	Elective

Second Year

Semester 3 (15 units)

Course Number	Course Title	Units	Area
BUS 0283	Retailing	3 units	Major
BUS 0275	Management Concepts & Applications	3 units	Major Elective
	General Education	3 units	SC Area B
	General Education	3 units	SC Area F
	Elective	3 units	Elective

Semester 4 (16 units)

Course Number	Course Title	Units	Area
BUS 284	Selling Dynamics	3 units	Major
	General Education	4 units	SC Area A
	General Education	3 units	SC Area E
	Elective	3 units	Elective
	Elective	3 units	Elective