



**Business Administration – Marketing Retailing (520201719)**  
**Associate of Applied Science**

**Program Coordinator:** Virginia Fairchild      **E-mail:** virginia.fairchild@kctcs.edu      **Phone:** 859-246-6265  
**Program Website:** <https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx>

**Student Name:**

**Student ID:**

*Students need to be at KCTCS placement levels for all courses*

First Semester			Credits	Term	Grade	Prereqs/Notes
ENG	101	Writing I	3			
BAS	160	Introduction to Business (MGT160)	3			
MKT	155	Personal Selling	3			
COM	181	Basic Public Speaking <b>OR</b>	3			
COM	252	Intro. Interpersonal Communication				
Heritage/Humanities Course			3			
<b>Total Semester Credit Hours</b>			<b>15</b>			

Second Semester			Credits	Term	Grade	Prereqs/Notes
ENG	102	Writing II	3			
MKT	282	Principles of Marketing (BAS 282)	3			BAS 160
BAS 267 Introduction to Business Law (MGT 267)						
CIT	105	Introduction to Computers <b>OR</b>	3			
OST	105	Introduction to Information Systems	3			
Science Course			3			
<b>Total Semester Credit Hours</b>			<b>15</b>			

Third Semester			Credits	Term	Grade	Prereqs/Notes
ACC	201	Financial Accounting	3			
MGT	283	Principles of Management (BAS283)	3			BAS 160
MKT	291	Retail Management	3			
CIT	130	Productivity Software <b>OR</b>	3			
OST	240	Software Integration	(3)			
Program Approved Course			3			
College Algebra or Higher*			3			
<b>Total Semester Credit Hours</b>			<b>18</b>			

Fourth Semester			Credits	Term	Grade	Prereqs/Notes
ACC	202	Managerial Accounting	3			
MKT	290	Advertising and Promotion	3			MKT 282
MKT	293	Buying and Merchandising	3			MKT 291
Program Approved Course			3			
ECO	201	Principles of Microeconomics Or ECO202	3			
BAS	250	Business Employability Seminar	1			
<b>Total Semester Credit Hours</b>			<b>16</b>			
<b>Total Credential Hours</b>			<b>64</b>			

*Note: 25% of Total Program Credit Hours must be earned at Bluegrass Community and Technical College.*

**Advisor Name:** \_\_\_\_\_ **Advisor Signature:** \_\_\_\_\_

**Student Name:** \_\_\_\_\_ **Student Signature:** \_\_\_\_\_

<b>Special Instructions:</b>	
*Math requirements can be satisfied by the following courses: MAT 150, MAT 170, MA 162, MA 113, or STA 296.	

<b>Course Rotation Schedule</b>	
MKT 155 MKT 291	<b>FALL SEMESTER ONLY</b>
MKT 290 MKT 293	<b>SPRING SEMESTER ONLY</b>

<b>Approved Electives</b>	
BAS 120	Personal Finance
MGT 200	Small Business Management
MGT 240	Business Ethics
MGT 258	Project Management
MGT 274	Human Resource Management
MGT 288	Self-Management
MKT 299 (1-3)	Selected Topics in Marketing: (Topic)
COE 199 (1-4)	Cooperative Education
ENG 203	Business Writing
ECO 202	Principles of Macroeconomics