



Business Administration Systems – Marketing and Retailing Track

Associate of Applied Science degree

Program Coordinator: Virginia Fairchild

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Program Website: <https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx>

Student Name: _____

Student ID: _____

Students must meet college readiness benchmarks as identified by the Council on Postsecondary Education or remedy the identified skill deficiencies.

First Semester	Credit Hours	Term	Grade	Prerequisites	Notes
BAS 160 Introduction to Business	3				Same as MGT 160
MKT 155 Personal Selling	3				Fall only
COM 181 Basic Public Speaking OR COM 252 Introduction to Interpersonal Communication	3				
ENG 101 Writing I	3				
Heritage or Humanities course	3				
Total Semester Credit Hours	15				

Second Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
BAS 267 Introduction to Business Law	3				Same as MGT 267
MKT 282 Principles of Marketing	3			BAS 160	Same as BAS 282
CIT 105 Introduction to Computers OR OST 105 Introduction to Information Systems	3				
ENG 102 Writing II	3				
Natural Sciences course	3				
Total Semester Credit Hours	15				

Third Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
ACC 201 Financial Accounting	3			Sophomore Standing	
MGT 283 Principles of Management	3			BAS 160	Same as BAS 283
MKT 291 Retail Management	3				Fall only
Marketing and Retailing Track Technical Course	3				See list on back.
CIT 130 Productivity Software OR OST 240 Software Integration	3			CIT 105 or OST 105	
MAT 150 College Algebra or higher level Quantitative Reasoning course	3				
Total Semester Credit Hours	18				

Fourth Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
ACC 202 Managerial Accounting	3			ACC 201	
BAS 250 Business Employability Seminar	1			CIT 105 & Sophomore Standing	
MKT 290 Advertising and Promotion	3			MKT 282	Spring only
MKT 293 Buying and Merchandising	3			MKT 291	Spring only
Marketing and Retailing Track Technical Course	3				See list on back.
ECO 201 Principles of Microeconomics OR ECO 202 Principles of Macroeconomics	3				
Total Semester Credit Hours	16				
Total Degree Credit Hours	64				

- Graduation Requirements:
- 25% or more of Total Program Credit Hours must be earned at BCTC
 - Cumulative GPA must be 2.0 or higher

Advisor Name _____

Advisor Contact _____

Approved Marketing and Retailing Track Courses
(must be different from courses taken to fulfill other requirements)

Course	Cr. Hrs.	Prerequisites	Notes
BAS 120 Personal Finance	3		
COE 199 Cooperative Education	1-4	Completion of at least 12 credit hours in AAS , minimum 2.0 GPA	
ECO 202 Principles of Macroeconomics	3		
ENG 203 Business Writing	3	ENG 101 and ENG 102	
MGT 200 Small Business Management	3	BAS 160	
MGT 258 Project Management	3	MGT 283	Fall only
MGT 288 Self-Management	3		