



NEW ENGLAND
COLLEGE OF BUSINESS
 AND FINANCE

Associate in Science in Business Administration - 61 Credits / 20 Courses		
Marketing Concentration		
General Education Requirements – 8 Courses		25 Credits
ENG101	English Composition I Prerequisite: Pass English Placement Exam or Fundamentals of English	3
ENG205	American Literature	3
INF101	Information Literacy	3
MAT103	Business Mathematics Prerequisite: Pass Math Placement Exam or Fundamentals of Math	3
PHI101	Critical Thinking	3
ECO101	Economics and Society	3
SCI101	Environmental Science & Lab	4
MAT205	College Algebra	3
General Education Electives – Choose 1 Course		3 Credits
COM201	Business Writing & Communication	3
ENG201	English Composition II	3
FLS101	Financial Literacy	3
HIS201	US History Since 1900	3
POL101	Introduction to Political Science	3
PSY101	Introduction to Psychology	3
SOC101	Introduction to Sociology	3
Total Credits		General Education
		28 Credits
Business Core (6 courses)		18 Credits
ECO201	Microeconomics or Macroeconomics	3
ECO202		
ACC201	Accounting I Prerequisite: Business Mathematics	3
MGM201	Principles of Management	3
MGM250	Business Ethics	3
MGM255	Business Law	3
MKT210	Principle of Marketing	3
Marketing Concentration – 4 Courses		12 Credits
MKT215	Customer Relationships Marketing	3
MKT220	Principles of Advertising	3
MKT305	Consumer Behavior	3
MKT230	Principles of Public Relations	3
Business Elective – Choose 1 Course from one of the three concentrations: Accounting; Finance; or, Management)		3 Credits
Total Credits		Business/Marketing Courses
		33 Credits
Total Marketing Concentration		61 Credits