

2026-2027 ASSOCIATE IN APPLIED SCIENCE (A.A.S) AWC ADVISEMENT CHECK SHEET

To help you decide upon which courses to include in both the major and elective blocks, you and your advisor should consult university requirements (aztransfer.com) for specific required and recommended courses. Sign in to your [Self-Service Student Planning](#) account to load the recommended program map and to track your academic progress.

MARKETING				
Student Name		ID #	Advisor	Major Code: AAS.MKT Credits: 64
Required Major Courses (21 Credits)				
		Cr	Sem	Notes
MKT 110	Principles of Marketing	3		
MKT 120	Principles of Sales	3		
MKT 130	Principles of Digital Marketing	3		
MKT 140	Principles of Advertising	3		
MKT 150	Principles of Social Media Marketing	3		
MKT 290	Integrated Marketing Communications Capstone	3		
MKT 295	Marketing Internship	3		
Other Departmental Requirements (12 Credits)		Cr	Sem	Notes
BUA 100	Survey of Business	3		
BUA 220	Legal Environment of Business	3		
BUA 290	Business Communications	3		
CIS 105	Introduction to Business Information Systems	3		
General Education Requirements (22 Credits)		Cr	Sem	Notes
See the AAS GE course list in the current catalog for selection of courses.				
Written and Oral Communication (6 credits)				
ENG 101 or 107	Freshman Composition			
Select one more course from the AAS GE Written and Oral Communication categories- consult your advisor or see requirements in Self-Service				
Arts & Humanities (3 credits)				
Quantitative Reasoning (3 credits)				
Natural Sciences (4 credits)				
Social & Behavioral Sciences (3 credits)				
Institutions of the Americas (3 credits)				
General Electives (9 Credits)		Cr	Sem	Notes
Select from the following courses				
MKT 160	Community Marketing and Public Relations	3		
MKT 170	Branding and Storytelling	3		
MKT 210	International Marketing	3		
MKT 220	Marketing Research	3		
ENT 220	Marketing for the Entrepreneurial Venture	3		

***Dual Application of Courses** is the sharing of coursework between the AGECE and major or program requirements which allows the student to meet both requirements with a single course. Students must still meet the required number of credits to satisfy the program or degree.

List any courses used to satisfy program or degree credits due to dual application and or courses that satisfy the	
	Dual App
	Dual App