

Central Ohio Technical College
 Requirements for the Associate of Applied Business Degree in
 Business Management Technology
 Marketing/Sales Option
 2009-2010 Academic Year

Required Non-Technical Credit Hours: 47.00

BMT-2025	Microeconomics	4.00
BMT-2074	Business Law Today	5.00
BMT-2464	Personal Computer Applications in	4.00
BMT-2470	Organizational Ethics	3.00
CMP-1601	Principles of Computing	1.00
COM-1534	Effective Communications	4.00
COM-1535	Composition I	4.00
COM-1536	Composition II	4.00
DMD-3836	Mass Media Communications	3.00
MTH-1204	Business Mathematics	5.00
	Non-Technical Elective - Lab Science	5.00
	Non-Technical Elective - Mathematics	5.00

Required Technical Credit Hours: 53.00

ACC-2113	Principles of Accounting -- Financial	5.00
BMT-2014	Principles of Business	4.00
BMT-2021	Principles of Management	4.00
BMT-2022	Principles of Marketing	4.00
BMT-2071	Team Building	4.00
BMT-2480	Service Marketing and Management	3.00
BMT-2481	Salesmanship	3.00
BMT-2482	Retail Management	3.00
BMT-2483	Advertising Concepts/Procedures	3.00
BMT-2484	Accountable Marketing	3.00
BMT-2485	Public Relations	3.00
BMT-2486	Cases in Marketing/Research	3.00
BMT-2865	Customer Service	3.00
BMT-2996	Internship/Service Learning III	3.00
DMD-3820	Design Fundamentals	3.00
DMD-3860	Design Software Fundamentals	2.00

TOTAL REQUIRED PROGRAM CREDIT HOURS: 100.00