

College of Eastern Idaho

AA/AS Marketing Pathway



Name:

ID:

· A total of 60 credits are required for an AA or AS degree. For the graduation requirements, see below for a listing of courses offered that satisfy each Ways of Knowing area. Please see your faculty advisor for any questions relating to your progress and goals.

· For an **Associates of Arts (AA)** at least 2 additional courses must be from Humanistic and Artistic and/or Social and Behavioral Ways of Knowing

· For an **Associates of Science (AS)** at least 2 additional courses must be from Mathematical and/or Scientific Ways of Knowing

Written Communication			
ENGL 101	◇ Writing and Rhetoric I	<i>Required</i>	3
ENGL 102	◇ Writing and Rhetoric II *	<i>Required</i>	3

Oral Communication			
COMM 101	◇ Fundamentals of Oral Communication	<i>Required</i>	3

Mathematical Ways of Knowing			
<i>Choose 1 Course</i>			
MATH 123	◇ Math in Modern Society *		3
MATH 143	◇ College Algebra *	<i>Recommended</i>	3
MATH 147	◇ College Algebra & Trigonometry *	<i>Optional</i>	5
MATH 153	◇ Statistical Reasoning *		3
MATH 170	◇ Calculus I *	<i>Optional</i>	4
BSN 216	Business Statistics (<i>GEM Pending</i>) *	<i>Recommended</i>	3

Humanistic and Artistic Ways of Knowing			
<i>Choose 2 from different disciplines</i>			
ART 101	◇ Art History I		3
ART 102	◇ Art History II		3
CUL 207	◇ Introduction to American Indian Literature		3
ENGL 175	◇ Literature and Ideas		3
ENGL 215	◇ Survey of World Mythology *		3
HUM 101	◇ Introduction to Humanities I		3
HUM 102	◇ Introduction to Humanities II		3
MUS 108	◇ Survey of Jazz and Pop Music		3
PHIL 101	◇ Introduction to Philosophy		3
PHIL 103	◇ Introduction to Ethics	<i>Recommended</i>	3
SPAN 101	Elementary Spanish I (<i>GEM Pending</i>)	<i>Optional</i>	4

Social and Behavioral Ways of Knowing			
<i>Choose 2 from different disciplines</i>			
ANTH 101	◇ Physical Anthropology		3
ANTH 102	◇ Cultural Anthropology		3
CRJ 103	◇ Introduction to Law and Justice		3
ECON 201	◇ Principles of Macroeconomics	<i>Required</i>	3
> ECON 202	◇ Principles of Microeconomics		3
HIST 101	◇ World History I		3
HIST 102	◇ World History II		3
HIST 111	◇ U.S. History I		3
HIST 112	◇ U.S. History II		3
POLS 101	◇ American National Government		3
POLS 102	◇ Introduction to Political Science		3
PSYC 101	◇ Introduction to Psychology		3
SOC 101	◇ Introduction to Sociology		3
SOC 102	◇ Social Problems		3

Scientific Ways of Knowing			
<i>Choose 2 from different disciplines (at least 1 must have a lab)</i>			
BIOL 100	◇ Concepts of Biology		4
BIOL 120	◇ Environmental Science		4
BIOL 201/L	◇ Biology 1 & Lab		4
BIOL 227/L	◇ Human Anatomy & Physiology & Lab I		4
BIOL 228/L	◇ Human Anatomy & Physiology & Lab II *		4
BIOL 250/L	◇ General Microbiology & Lab		4
CHEM 100	◇ Concepts of Chemistry		4
CHEM 101/L	◇ Introduction to Chemistry & Lab		4
CHEM 102/L	◇ Essentials of Organic & Biochemistry & Lab *		4
CHEM 111	◇ General Chemistry I with Lab *		5
GEOL 101/L	◇ Physical Geology & Lab		4
NUTR 239	◇ Human Nutrition		3
PHYS 100/L	◇ Survey of Physics & Lab		4
PHYS 101/L	◇ Introduction to Physics & Lab		4
PHYS 111/L	◇ General Physics I & Lab *		4
PHYS 112/L	◇ General Physics II & Lab *		4

GEM Stamped Course			
ECON 202	◇ Principles of Microeconomics	<i>Required</i>	3
Any GEM	◇		

Total General Education Credits /36

Degree GEM Courses			
<i>A minimum total of 6 GEN credits, Specific to AA or AS (see notes above):</i>			
Any GEM	◇		
Any GEM	◇		

Total Degree GEM Credits /6

See other side for list of Elective courses and requirements.

◇ - Indicates GEM Stamped course. Any GEM stamped course is transferrable to any public institution in the state of ID

* - Indicates Prerequisite or placement applies. See current CEI Catalog or Advisor for more information.

Electives

A total of approximately 18 credits are required for electives, (60 overall credits) Credits may also come from other objective areas.

ACC 201	Introduction to Financial Accounting	Required	3
ACC 202	Introduction to Managerial Accounting *	Required	3
ART 105	Design I	Optional	3
ART 109	Drawing I	Optional	3
ART 231	Introduction to Graphic Design	Recommended	3
BIOL 202/L	Biology 2 & Lab * (GEM Pending)		4
BIOL 209/L	General Ecology & Lab		4
BSN 101	Introduction to Business	Recommended	3
BSN 201	Business Communication *	Optional	3
BSN 215	Introduction to Information Science	Recommended	3
BSN 217	Advanced Business Statistics *	Optional	3
BSN 250	Principles of Marketing	Required	3
BSN 255	Leadership Development Skills	Recommended	3
BSN 261	Legal Environments of Organizations	Required	3
CHEM 112	General Chemistry with Organic Lab * (GEM Pending)		5
COMM 233	Interpersonal Communication	Optional	3
CPSC 181	Computer Science & Programming	Optional	3
EAR 105	Early Childhood Environments		3
EDU 201	Foundations of Education		3
EDU 204	Families, Communities, Culture		3
EGR 105	Engineering Graphics *		2
EGR 120	Introduction to Engineering *		2
ENGL 203	Effective Technical Communication *	Recommended	3
ENGL 206	Introduction to Creative Writing *		3
ENGL 235	Introduction to Shakespeare *		2
GS 101	Academic & Career Exploration		1
GS 110	Biology Career Exploration		1
HCT 101	Medical Terminology		2
HIST 201	Women in U.S. History		3
HIST 291	Historians Craft		3
MATH 144	Trigonometry *		2
MATH 175	Calculus II *		4
MATH 256	Arithmetic for Elementary Teachers *		3
MATH 257	Geometry & Probability for Elementary Teachers *		3
PHIL 201	Introduction to Logic	Optional	3
POLS 221	Introduction to International Relations		3
PSYC 120	Careers in Psychology *		1
PSYC 211	Psychology of Death and Dying *		3
PSYC 225	Child Development *		3
SOC 248	Critical Analysis of Social Diversity		3
SWK 271	Introduction to Social Work		3
SWK 272	Human Behavior and the Social Environment		3
ZOOL 280	Pathophysiology *		3

Other Courses

Course	Grade

Graduation Requirements

To graduate from CEI with your Associates Degree you must have:

- Cumulative GPA of 2.0
- Minimum grade of C- (70%) in all required courses
- At least 25% (15 credits) of your courses must come from CEI

Total General Education Credits (from above)	
Total Degree GEM Credits (from above)	
Total Elective Credits	

Total Associates Degree Credits	/60
--	------------

- Most Universities and 4 Year Colleges require a Business core before being admitted into a Business major.
- Students may elect to earn more than 60 credits to enable obtaining additional Business courses
- Similar majors include, but not limited to:
Accountancy, Business, Economics, Finance, Management,

This list of courses is subject to change. Not all courses are provided every semester. Please see a current CEI Catalog or your Self-Service for most up to date list of courses.

Sample Schedule



Momentum Year

Semester 1		Credits	Notes
* ENGL 101	Writing & Rhetoric I	3	
* COMM 101	Fundamentals of Oral Communication	3	
BSN 216	Business Statistics	3	<i>GEM Pending</i>
* BSN 101	Introduction to Business	3	<i>Recommended</i>
ECON 201	Principles of Macroeconomics	3	
Semester total		15	

Semester 2		Credits	Notes
* ENGL 102	Writing & Rhetoric II	3	<i>Prereq: ENGL 101</i>
BSN 250	Principles of Marketing	3	
ECON 202	Principles of Microeconomics	3	
* PHIL 103	Introduction to Ethics	3	<i>Recommended</i>
* GEM 4		4	<i>Any Scientific WoK and Lab</i>
Semester total		16	

Summer Semester (Optional)		Credits	Notes
Semester total			

Transition Year

Semester 3		Credits	Notes
ACC 201	Introduction to Financial Accounting	3	
ART 231	Introduction to Graphic Design	3	<i>Recommended</i>
* GEM 5		3	<i>H&A WoK of different prefix</i>
* GEM 6		3	<i>S&B WoK Non-Econ prefix</i>
Any GEM		3	<i>Per AA or AS requirement</i>
Semester total		15	

Semester 4		Credits	Notes
ACC 202	Introduction to Managerial Accounting	3	<i>Prereq: ACC 201</i>
BSN 261	Legal Environments of Organizations	3	
* GEM 4		3-4	<i>Scientific WoK of different prefix</i>
* Any GEM		3	
* Any GEM		3	<i>Per AA or AS requirement</i>
Semester total		15-16	

Summer Semester (Optional)		Credits	Notes
Semester total			

* Indicates courses that may be offered as a Summer 8 week option
 For specific selection and sequencing of courses, students are strongly encouraged to meet with an advisor