

# 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

GEM 1: Written Communication			
ENGL 101	◇ Writing and Rhetoric I	Required	3
ENGL 102	◇ Writing and Rhetoric II *	Required	3

GEM 2: Oral Communication			
COMM 101	◇ Fundamentals of Oral Communication	Required	3

GEM 3: Mathematical Ways of Knowing			
<i>Choose 1 course. See note below.</i>			
MATH 123	◇ Math in Modern Society *		3
MATH 143	◇ College Algebra *	Option	3
MATH 147	◇ College Algebra & Trigonometry *		5
MATH 153	◇ Statistical Reasoning *	Option	3
MATH 170	◇ Calculus I *	Option	4

GEM 5: 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
MUSI 108	◇ Survey of Jazz and Pop Music		3
PHIL 101	◇ Introduction to Philosophy		3
PHIL 103	◇ Introduction to Ethics	Recommended	3
SPAN 101	Elementary Spanish I ( <i>GEM Pending</i> )		4
SPAN 102	Elementary Spanish II ( <i>GEM Pending</i> )		4

GEM 6: 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	Required	3
> ECON 202	◇ Principles of Microeconomics	Required	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

GEM 4: 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 I & Lab		4
BIOL 228/L	◇ Human Anatomy & Physiology II & 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
GEOL 102/L	Historical Geology & Lab ( <i>GEM Pending</i> ) †		4
MICR 111/L	Introduction to Microbiology & Lab ( <i>GEM Pending</i> ) †		4
MICR 250/L	◇ General Microbiology & Lab * †		4
NUTR 239	◇ Human Nutrition		3
PHYS 100/L	◇ Survey of Physics & Lab		4
PHYS 101/L	◇ Introduction to Physics I & Lab		4
PHYS 102/L	Introduction to Physics II & Lab ( <i>GEM Pending</i> ) †		4
PHYS 111/L	◇ General Physics I & Lab *		4
PHYS 112/L	◇ General Physics II & Lab *		4
PHYS 211/L	Physics for Scientists & Engineers I & Lab * ( <i>GEM Pending</i> ) †		5
PHYS 212/L	Physics for Scientists & Engineers II & Lab * ( <i>GEM Pending</i> ) †		5

GEM Stamped Course			
Any GEM	◇ ECON 202 Principles of Microeconomics		3
Any GEM	◇		

**Total General Education Credits** /36

Degree GEM Courses			
<i>A minimum total of 6 GEM 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.

- Note: Some universities require one or more Business Statistics courses, such as BSN 216 Business Statistics and BSN 217 Advanced Business Statistics. Business Statistics may be counted as a GEM 3 Math course at the university. Talk to an advisor about reverse transfer options if you would prefer to take Business Statistics from another institution and apply it as your GEM 3 CEI requirement.
- Most universities and 4 year colleges require a Business core before being admitted into a Business major. CEI offers many of these core requirements.
- Students may elect to earn more than 60 credits to enable obtaining additional business electives.

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

\* - Indicates Prerequisite or placement applies. See current CEI catalog or advisor for more information.

† - Indicates courses that are pending future CEI catalog publications

**Para obtener ayuda en español, llame al 208-524-3000.**

## 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		3
ART 109	Drawing I		3
ART 231	Introduction to Graphic Design	Recommended	3
BIOL 202/L	Biology 2 & Lab *		4
BIOL 209/L	General Ecology & Lab		4
BSN 101	Introduction to Business	Recommended	3
BSN 201	Business Communication *	Recommended	3
BSN 215	Introduction to Information Science	Recommended	3
BSN 250	Principles of Marketing	Required	3
BSN 255	Leadership Development Skills	Optional	3
BSN 261	Legal Environments of Organizations	Recommended	3
CHEM 112	General Chemistry II with Lab *		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 *	Optional	3
ENGL 206	Introduction to Creative Writing *	Optional	3
ENGL 235	Introduction to Shakespeare *		2
GEOL 107	Real Monsters †		3
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 108	Intermediate Algebra		3
MATH 130	Finite Mathematics * †		3
MATH 144	Trigonometry *		2
MATH 175	Calculus II *		4
MATH 240	Linear Algebra * †		3
MATH 256	Arithmetic for Elementary Teachers *		3
MATH 257	Geometry & Probability for Elementary Teachers *		3
MATH 275	Calculus III * †		4
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

## Special Topics & Independent Study Electives

	INDS 299	Independent Study (Instructor Permission Required)	1-2
	BIOL 199		1-6
	BSN 199	<i>Optional</i>	3
	ENGL 199		3
	GEOL 199		1-6
	HIST 299		3
	MATH 199		1-6
	MICR 199		1-6
	PHYS 199		1-6
	POLS 299		3
	PSYC 299		3
	SOC 299		3

## Supportive Courses and Certifications

*Please note that additional courses or certifications outside of the AA/AS General Studies curriculum will not be eligible for financial aid.*


## 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

<b>Total General Education Credits (from front)</b>	
<b>Total Degree GEM Credits (from front)</b>	
<b>Total Elective Credits</b>	

**Total Associates Degree Credits** /60

### ● Comparable majors offered at:

Aspen University, Boise State University, Brigham Young University – Idaho, Dixie State University, Grand Canyon University, Eastern Oregon University, Idaho State University, Lewis Clark State College, Montana Tech University, Northwest Nazarene University, University of Idaho, University of Montana Western, University of Montana, University of Utah, University of Wyoming, Utah State University, Utah Valley University, Washington State University, Weber State University, Western Governors University

### ● Comparable majors include, but are not limited to:

Advertising, Business Administration, Communication, Graphic Design, Human Resources, Leadership, Management, Marketing, Web Development

- To avoid repeat or unnecessary coursework after transferring, students are recommended to meet with a university advisor in their first semester or as early as possible.

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	
* PHIL 103	Introduction to Ethics	3	
ECON 201	Principles of Macroeconomics	3	
* BSN 101	Introduction to Business	3	<i>Recommended</i>
<b>Semester total</b>		<b>14-16</b>	

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	
* GEM 3		3	<i>Any Mathematic WoK course</i>
* GEM 4		3-4	<i>Any Scientific WoK and lab</i>
<b>Semester total</b>		<b>15-16</b>	

Summer Semester (Optional)		Credits	Notes
<b>Semester total</b>			

Transition Year

Semester 3		Credits	Notes
ACC 201	Introduction to Financial Accounting	3	
* GEM 5		3	<i>H&amp;A WoK of non-PHIL prefix</i>
* GEM 6		3	<i>S&amp;B WoK of non-ECON prefix</i>
Elective		3	<i>Program of study elective</i>
* Any GEM		3	<i>Per AA or AS requirement</i>
<b>Semester total</b>		<b>15</b>	

Semester 4		Credits	Notes
ACC 202	Introduction to Managerial Accounting	3	
* GEM 4		4	<i>Scientific WoK of different prefix</i>
* Any GEM		3	<i>Per AA or AS requirement</i>
* Any GEM		3	
Elective		1-3	<i>Depends on overall credit total</i>
<b>Semester total</b>		<b>14-16</b>	

Summer Semester (Optional)		Credits	Notes
<b>Semester total</b>			

\* 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.