

Recommended Sequence of Courses - 2 Semester

Program of Study: Marketing

Department: Business Administration Department

Coordinator: Roy Gattinella 527-4235 rgattinella@santarosa.edu

Effective: Fall 2015

Course offerings subject to change. Please consult current Schedule of Classes.

This document is for planning purposes only and is not a guarantee of course offerings

Course Number	Course Title	Units	Fall	Spring	Summer	Prerequisites/ Advisories	In Person	Online	Hybrid	Day	Evening	Weekend
First Semester												
BMK 50	Marketing	3.0	x	x			x			x	x	
BMK 51	Principles of Selling	3.0	x	x			x			x		
BMK 54	Advertising	3.0	x	x			x			x		
BMK 57	Introduction to Public Relations	0.5	x	x			x			x		
BMK 59	Consumer Behavior	0.5	x	x			x			x		
First Semester Unit Total:		12.0										
Second Semester												
BAD 53	Solving Business Problems with spreadsheets	1.5	x	x	x		x			x	x	
BMG 52	Written Communication in Organizations	3.0	x	x		BGN 71	x				x	
BMG 53	Oral Communications in Organizations	3.0	x	x			x				x	
BGN 81	Practical Business Math Skills	3.0	x	x	x		x	x		x	x	
Second Semester Unit Total:		10.5										
Minimum units to meet program requirements:		22.5										

Notes: * = Every Other Semester

In Person = Traditional Classroom setting

Online = Class is taught using an online format

Hybrid = Course is taught using a combination of in-person and online formats

Day = In person courses that begin at 7:00am or later

Evening = In person courses that begin at 5:00pm or later

Weekend = In person courses taught on Saturday and/or Sunday