

Begin your journey in admissions.

- ✘ Complete the COMPASS Test
- ✘ Receive your advisor's name
- ✘ Register for your first semester classes - see Landmark 1 for direction.

### Landmark 1:

- ✘ Learning Support Classes?  
MATH 0090, ENGL 0090, READ 0090
  - ✘ Beginning program courses
- See back for more details.

Once Landmark 1 is complete, schedule an appointment with your program advisor before moving on to Landmark 2.

### Landmark 2: the middle of your journey.

- ✘ Begin working on your core classes
- ✘ Continue to work on program classes
- ✘ Select one of two specializations within your program

See back for more details on landmark 2 options.

You and your advisor will decide when you are ready to move to Landmark 3.

### Landmark 3: the semester before graduation

- ✘ All prerequisite classes should be complete
- ✘ Begin working with Career Services
- ✘ Complete Petition for Graduation
- ✘ Schedule final advisement session

**DISCOVER  
you**

### Landmark 4: last semester

- ✘ Finish core and program classes
- ✘ Insure Resume is posted with Career Services
- ✘ Work with Career Services to prepare for interviews.



# DISCOVER you



## Landmark 1— the journey begins

If you need to complete learning support classes you will want to schedule these along side one or two program classes each semester. Some of your choices include:

- ✗ COMP1000— Introduction to computers or COMP1500— Information Literacy & Communication Skills
- ✗ MKTG1100-Principles of Marketing
- ✗ MKTG1130-Business regulations and Compliance
- ✗ MKTG1160—Professional Selling ( includes eMAP advising module)
- ✗ MKTG1190-Integrated Marketing Communications
- ✗ MGMT1100-principles of management

Once all of your learning support classes are complete you can move on to Landmark 2.

**Note: there are a number of certificates that can be earned along the way toward your diploma— please consult with your advisor for details**

## Landmark 2— the journey continues (2 or 3 semesters)

Once all learning support classes are complete you can begin work on your General Education Core classes. See advisor to discuss other options.

- ✗ Area I - ENGL1101
- ✗ Area II—Social/Behavior Sciences (PSYC1101 recommended)
- ✗ Area III—Mathematics (MATH1101/1111)

Note: These 3 courses are A.A.S. level, and enrollment is based on COMPASS test scores; Diploma level courses can also be taken

While completing your core you should also be taking the following program classes:

- ✗ ACCT1100-Financial Accounting
- ✗ BUSN1190-Digital technologies in business (COMP1000 is a prereq)
- ✗ MKTG2000-International Marketing

Select one of two specializations: ( see advisor with questions, or refer to program requirements in College catalog

- Marketing Management Specialization (12 credit hours)
- Social Media Specialization ( 12 credit hours)
- Entrepreneurship ( 12 credit hours)

## Landmark 3—nearing the end (semester before graduation)

To prepare for graduation there are a few items to make sure are completed:

- ✗ Program classes (MKTG2090-Marketing research, and MKTG Electives
- ✗ Your chosen specialization courses, and any remaining core

Complete and submit your Petition for Graduation (make sure you are on track to complete 56 specific credit hours for diploma , but the petition will confirm status

Network with students, family, friends, faculty, career services to gain insight into career opportunities

## Landmark 4—journey ends (semester of graduation)

You are almost at your goal! Just a few more classes until you graduate.

- ✗ MKTG2300-Marketing Management ( this is considered the Capstone course for your program, and should be completed at the end of your program)
- ✗ Any other remaining core, occupational, elective or specialization courses not yet taken
- ✗ Complete resume , work with career services, continue job networking