



Marketing and Entrepreneurship Bachelor of Applied Science Degree (BAS) 180 Credits

Green River College's Bachelor of Applied Science (BAS) in Marketing and Entrepreneurship will provide graduates with the skills and abilities to perform market research, product development, product management, digital marketing and e-commerce, promotions development and management, sales and business development, and project management. Students will also learn supporting business topics such as accounting, business planning, and operations. In addition, graduates of this degree program will be prepared to start and grow new ventures.

This degree is designed to prepare students for employment in a variety of marketing positions, including: market research analyst, marketing specialist, business analyst, product manager, sales representative, and social media manager. The skills learned in this degree can be applied in organizations ranging from small startups to large, well-established businesses.

The BAS in Marketing and Entrepreneurship enables individuals with associate's degrees to combine their lower-division technical or transfer preparation with upper-division credits in business, marketing and entrepreneurship. The result is a practical, application-oriented, Bachelor's degree. The BAS in Marketing and Entrepreneurship also combines the breadth and academic rigor required for students who wish to continue their studies at the Master's level.

Entry Requirements: The entry requirements for the BAS in Marketing and Entrepreneurship program provide access to students from both academic transfer and career and technical programs. These entry requirements also ensure that prospective students are prepared for success once they enter the program. Entry requirements are:

- AAA, AAS or AAS-T degree with a cumulative GPA of 2.5 or better *or*
- AA, AB, or AS degree with a cumulative GPA of 2.5 or better
- Completion of MATH at the 097 level or higher (5 credits with a grade of 2.5 or better)
- Completion of ENGL& 101 or ENGL 126 or ENGL 127 or ENGL 128 (5 credits with a grade of 2.5 or better)

For more information about this degree, please contact either of the following:

Contacts: Tim Broxholm, ext. 4377 Jeff Perlot, ext. 4865
tbroxholm@greenriver.edu jperlot@greenriver.edu

Dept. No.	Course Title	Credits
Core Requirements (55 credits)		
BUS 300	Introduction to Entrepreneurial Leadership	5
BUS 310	Market Research and Analytics	5
BUS 335	Integrated Marketing Communications	5
BUS 344	Entrepreneurial Finance	5
BUS 350	Product Development and Innovation	5
BUS 360	Sales and Negotiation	5

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BUS 385	Operations Management for Competitive Advantage	5
BUS 390	Digital Marketing	5
BUS 395	Strategic Marketing and Management	5
BUS 460	Venture Launch 1	5
BUS 490	Venture Launch 2	5
Communication Skills (10 credits)		
ENGL& 101	English Composition I	
ENGL 126 or	Writing: Humanities or	
ENGL 127 or	Writing: Social Sciences or	
ENGL 128 or	Research Writing: Science/Engineering/Business or	
ENGL& 235 or	Introduction to Technical Communication or	5
ENGL 335	Advanced Technical Writing	5
Quantitative Skills/Symbolic Reasoning (5 credits)		
MATH& 141 or	PreCalculus or	
MATH 147	Finite Math-Business and Social Science	5
Humanities (10 credits)		
CMST& 210 or	Interpersonal Communications or	
CMST& 220 or	Public Speaking or	
CMST& 230	Small Group Communications	5
PHIL 112 or	Ethics in the Workplace or	
PHIL& 115 or	Critical Thinking or	
PHIL 412	Professional Ethics	5
Social Sciences (10 credits)		
BUS& 101 or	Introduction to Business or	
BUS 181	Introduction to International Business	5
Social Science	Five credits of Social Science course from AA-DTA degree	5
Natural Sciences (10 credits)		
MATH 256	Statistics for Business and Social Science	5
Natural Science	Five credits of Natural Science lab course in List A from AA-DTA degree	5
Additional General Education (15 credits)		
ACCT& 201 or	Principles of Accounting or	
ACCT 110	Practical Financial Accounting	5
BUS 365	Consumer Behavior	5
BUS 400	Personal and Professional Branding	5
Business Electives (15 credits)		
BUS 121	Introduction to Marketing Principles	5
BUS 401	Special Topics 1: Marketing and Entrepreneurship	2
BUS 402	Special Topics 2: Marketing and Entrepreneurship	2

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BUS 403	Special Topics 3: Marketing and Entrepreneurship	2
BUS 404	Special Topics 4: Marketing and Entrepreneurship	2
BUS 405	Special Topics 5: Marketing and Entrepreneurship	2
Additional credits from an Associate's Degree or equivalent credits in business-related field		50

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