

**INDUSTRIAL SALES**  
Associate in Applied Science (AAS) Degree

Minimum Credits: 60.0  
Contact Hours: 71.0

**INTRODUCTION:** This program equips successful students with the foundational skills to pursue a career in industrial sales, which differs significantly from retail sales. The successful industrial salesperson must identify and understand the needs of potential industrial customers, determine if their product will add value by improving effectiveness, efficiency, and quality, the appropriately communicate with the customer to develop long term partnerships.

**GENERAL EDUCATION COURSES**

COURSE	TITLE	CREDITS	CONTACT HOURS
ENG 120, ENG 111, ENG 121	Applied Communications, English Composition I, Advanced English Composition I	3.0	3.0
ECN 231	Economics (Micro)	3.0	3.0
PLS 221 or PLS 222	American Government & Politics or State & Local Government	3.0	3.0
SPE 121	Speech Communication	<u>3.0</u>	<u>3.0</u>
<b>GENERAL EDUCATION CREDITS/CONTACT HOURS:</b>		12.0	12.0

**CORE PROGRAM COURSES**

COURSE	TITLE	CREDITS	CONTACT HOURS
APP 100E	Electrical Studies for Trades	3.0	4.0
APP 122M	Machine Repair	2.5	4.0
APP 124M	Apprentice Hydraulics	2.5	4.0
BUS 122	Personal Selling	3.0	3.0
BUS 123	Principles of Accounting I	4.0	4.0
BUS 221	Business Law	3.0	3.0
BUS 222	Business Law	3.0	3.0
BUS 241	Principles of Marketing	3.0	3.0
BUS 249	Principles of Negotiation	3.0	3.0
BUS 255	Business Application Software	3.0	4.0
CIS 120	Introduction to Microcomputers	3.0	4.0
ENG 123	Technical Communications	3.0	3.0
IND 110	Industrial Organizations	3.0	3.0
MFG 100	Machinery's Handbook	3.0	4.0
MFG 120	Print Interpretation & Processes	3.0	4.0
MTH 115	Applied Algebra & Trigonometry I	<u>5.0</u>	<u>6.0</u>
<b>CORE PROGRAM CREDITS/CONTACT HOURS:</b>		50.0	59.0
<b>TOTAL MINIMUM PROGRAM CREDITS/CONTACT HOURS:</b>		62.0	71.0

**SUGGESTED SEQUENCING OF COURSES**

YEAR 1 (FALL SEMESTER) <u>16.0</u> CREDITS		CREDITS	CONTACT HRS	YEAR 1 (SPRING SEMESTER) <u>16.5</u> CREDITS		CREDITS	CONTACT HRS
ENG 120, ENG 111 or ENG 121 Applied Communications or English Comp	3.0	3.0	ECN 231 Economics (Micro)	3.0	3.0	3.0	3.0
IND 110 Industrial Organizations	3.0	3.0	APP 122M Machine Repair	2.5	4.0	2.5	4.0
MFG120 Print Interpretations & Processes	3.0	3.0	MFG 100 Machinery's Handbook	3.0	4.0	3.0	4.0
SPE 121 Speech Communication	3.0	3.0	BUS 122 Personal Selling	3.0	3.0	3.0	3.0
BUS 123 Principles of Accounting I	<u>4.0</u>	<u>4.0</u>	MTH 115 Applied Algebra & Trig	<u>5.0</u>	<u>6.0</u>	<u>5.0</u>	<u>6.0</u>
TOTAL	16.0	17.0	TOTAL	16.5	20.0	16.5	20.0
YEAR 2 (FALL SEMESTER) <u>14.5</u> CREDITS		CREDITS	CONTACT HRS	YEAR 2 (SPRING SEMESTER) <u>15.0</u> CREDITS		CREDITS	CONTACT HRS
CIS 120 Introduction to Microcomputers	3.0	4.0	BUS 249 Principles of Negotiation	3.0	3.0	3.0	3.0
BUS 221 Business Law	3.0	3.0	BUS 222 Business Law	3.0	3.0	3.0	3.0
BUS 241 Principles of Marketing	3.0	3.0	PLS 221 or PLS 222 American Gov't & Politics or State & Local Gov't	3.0	3.0	3.0	3.0
APP 100E Electrical Studies for Trades	<u>2.5</u>	<u>4.0</u>	BUS 255 Business Application Software	3.0	4.0	3.0	4.0
TOTAL	14.5	18.0	ENG 123 Technical Communications	<u>3.0</u>	<u>3.0</u>	<u>3.0</u>	<u>3.0</u>
			TOTAL	15.0	16.0	15.0	16.0

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