

# Business • Photography/Media Option • January Start

## Semester Course Outline • 2024 – 2025

23 Months (5 Semesters, 1 Summer Session) • Revised: 2/5/24

Associate of Applied Science (A.A.S.) Degree • Credits Required for Graduation: 68



### First Year – Spring Semester

Course Number	Course Title	Clock Hours	Credits
BSA 232	Social Media Marketing	45	3
BUS 160	Principles of Selling	45	3
ACCT 210	Principles of Accounting I	45	3
CSC 105	Computer Software Applications *	45	3
<b>Total</b>		180	12

### First Year – Fall Semester

Course Number	Course Title	Clock Hours	Credits
BSA 100	Introduction to Digital Photography	45	3
BSA 107	Intro to Photo Studio	15	1
BSA 114	Design I	45	3
BUS 101	Introduction to Business	45	3
CMST 101	Foundations of Communication *	45	3
<b>Total</b>		195	13

### Second Year – Spring Semester

Course Number	Course Title	Clock Hours	Credits
BSA 116	Advanced Image Processing	45	3
BSA 118	Advanced Digital Photography and Lightening	45	3
BSA 128	Studio Lighting	15	1
BUS 210	Small Business Development	45	3
<ul style="list-style-type: none"> <li>• Selected Mathematics Course (Choose one)</li> <li style="padding-left: 20px;">MATH 100 – Applied General Math</li> <li style="padding-left: 20px;">MATH 101 – Intermediate Algebra</li> <li style="padding-left: 20px;">MATH 114 – College Algebra *</li> </ul>		45	3
<b>Total</b>		195	13

### Second Year – Summer Semester

Course Number	Course Title	Clock Hours	Credits
BSA 202	Portrait Photography	45	3
<b>Total</b>		45	3



**Second Year – Fall Semester**

Course Number	Course Title	Clock Hours	Credits
BSA 200	Video/Media	45	3
BSA 204	Event/Corporate Photography	45	3
BUS 150	Advertising	45	3
<ul style="list-style-type: none"> <li>Selected Behavioral Science Course (Choose one)                      PSYC 100 – Psychology of Human Relations                      PSYC 101 – General Psychology *</li> </ul>		45	3
<ul style="list-style-type: none"> <li>Selected Communications Course (Choose one)                      COMM 101 – Communications and Career Strategies                      ENGL 101 – Composition * (CSS 100 – Career Search Strategies .5 credit)</li> </ul>		45	3
<b>Total</b>		225	15

**Second Year – Spring Semester**

Course Number	Course Title	Clock Hours	Credits
BSA 235	Branding	45	3
BUS 220	Personal Finance	45	3
BUS 242	Internship/Capstone Project	180	3
<ul style="list-style-type: none"> <li>Selected Social Science Course (Choose one)                      ECON 105 – Leadership in the Global Workplace                      ECON 201 – Principles of Microeconomics I *                      ECON 202 – Principles of Macroeconomics II *                      SOC 100 – Introduction to Sociology *</li> </ul>		45	3
<b>Total</b>		315	12

All elective and/or additional courses not listed on your current program outline must be approved by your adviser and appropriately identified on the current program semester outline of any Business Associate Option or Financial Services Option.

- Students will select a course in each of the areas listed to meet general education requirements. Courses marked with an asterisk (\*) can be transferred directly to the university system and may be substituted for recommended courses on the outline. Students should speak with an advisor before doing so.

Students who select to take transferable communications course CMST 101 or ENGL 101, must also register for CSS 100 – Career Search Strategies for .5 credit. This curriculum is required for all Lake Area Tech graduates and is included in the COMM 101 course but is separate from the university system.