

MARKETING (MARK)

ASSOCIATE IN SCIENCE (A.S.) DEGREE IN BUSINESS

Associate degree programs in the Department of Business Administration are nationally accredited by the Association of Collegiate Business Schools and Programs.

Students who successfully complete this program develop communication, interpersonal, leadership and teamwork skills. Program graduates understand the role and importance of marketing in organizations, demonstrate critical-thinking, decision-making, strategic planning and communications skills, and are able to use technological resources – including online databases – to conduct research.

The Marketing concentration prepares students for entry level positions such as marketing assistant or coordinator, advertising assistant or salesperson or customer service representative. Students may choose to transfer to four-year institutions to earn bachelor's degrees and should consult colleges for information on transferrable courses.

TRANSFER OPTIONS

OPTION 1: Complete the CCRI Business degree program and transfer to one of the four-year colleges with which CCRI has transfer agreements in R.I. and out of state. Course credits transfer differently from college to college. Consult with Advising and Counseling for specifics. Under the RIBGHE articulation transfer policy, students completing a CCRI associate degree in business with a 2.4 GPA are guaranteed admission to Rhode Island College (RIC) or University of Rhode Island (URI). The applicability of courses toward the baccalaureate degree is determined by the receiving institution.

OPTION 2: Participate in the Joint Admissions Agreement (JAA) and take the courses in one of the approved JAA transition plans for transfer into specific business-related majors at RIC or URI. Students who successfully complete JAA requirements are guaranteed transfer of their courses and acceptance for the intended major at RIC or URI. For more information on the benefits of participating in JAA, go to www.ribghe.org/ritransfers.htm and talk to your CCRI adviser.

GENERAL EDUCATION REQUIREMENTS

COURSE NO.	COURSE TITLE	CREDITS
<input type="checkbox"/> ENGL 1010	P Composition I	3
<input type="checkbox"/> MATH*	P 1000 level	3
<input type="checkbox"/> MATH*	P 1000 level	3
<input type="checkbox"/> ECON 2030	P Principles of Microeconomics	3
<input type="checkbox"/> ECON 2040	P Principles of Macroeconomics	3
<input type="checkbox"/> SPCH 1100	Oral Communication I	3
<input type="checkbox"/> Select one:		
<input type="checkbox"/> ENGL 1410	Business Writing OR	3
<input type="checkbox"/> OR 2100	Technical Writing OR	
<input type="checkbox"/> OR ENGL (Lit)	Literature course	
<input type="checkbox"/> General Education Electives	Select six credits from: Foreign Languages (ARABIC, CHIN, FREN, GERM, ITAL, JAPN, PORT, RUSS, SPAN) and/or Humanities, Math/Science or Social Sciences (See pg. 17 for listing of courses)	6
Total General Education Credits		27

*Math at the 1000 level or higher. MATH 1670 and 1680 are recommended for students who plan to transfer to a four-year institution. MATH 1600 and 1620 are recommended for students who do not plan to transfer.

MAJOR REQUIREMENTS

COURSE NO.	COURSE TITLE	CREDITS
<input type="checkbox"/> ACCT 1010	Financial Accounting	4
<input type="checkbox"/> ACCT 1020	P Managerial Accounting	4
<input type="checkbox"/> BUSN 1010	Introduction to Business	3
<input type="checkbox"/> BUSN 2050	P Principles of Management	3
<input type="checkbox"/> BUSN 2060	P Principles of Marketing	3
<input type="checkbox"/> BUSN 1020	Marketing Communications	3
<input type="checkbox"/> BUSN 1000	Workplace Relationship Skills	3
<input type="checkbox"/> BUSN 1110	Sales	3
<input type="checkbox"/> BUSN 1130	Advertising Principles	3
<input type="checkbox"/> COMPUTER STUDIES	Select three credits from: ACCT 1030; BUSN 1220, 1300; COMI 1100, 1420, 1422, 1430, 1440, 1451, 1452, 1640, 1645; OFTD 1160	3
<input type="checkbox"/> LAWS 2050	Law of Contracts	3
Total Credits for Concentration		35

Total Program Credits

62

P This course has a prerequisite. See Course Descriptions section for class hours, prerequisites and corequisites.