

Marketing Concentration (MARK)

Associate in Science Degree in Business (ASB_BUSN)

Associate degree programs in the Department of Business Administration are nationally accredited by the [Accreditation Council for Business Schools and Programs](#).

Students who successfully complete courses in this concentration 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 transferable courses.

Note: Many courses require prerequisites, corequisites and/or testing. [See course descriptions for details.](#)

RECOMMENDED COURSE SEQUENCE

TRANSFER OPTIONS

OPTION 1: Complete a CCRI Business Administration degree program and transfer to one of the four-year colleges with which CCRI has transfer agreements. Course credits transfer differently from college to college. Consult with [Advising and Counseling](#) for specifics. Under the articulation transfer policy, students completing a CCRI associate in science degree in business with at least a 2.4 GPA are guaranteed admission to Rhode Island College (RIC) or the University of Rhode Island (URI). The applicability of courses toward the baccalaureate degree is determined by the receiving institution. For more information, visit www.ritransfers.org and contact your CCRI adviser.

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, visit www.ccri.edu/jaa or www.ritransfers.org and contact your CCRI adviser.

General Education Requirements

COURSE NO.	COURSE TITLE	COURSE NOTES	CREDITS
ENGL 1010	Composition I		3
MATH	1000 level	Math at the 1000 level or higher. MATH 2077 and 2138 are recommended for students who plan to transfer to a four-year institution. MATH 1005 and 1015 are recommended for students who do not plan to transfer.	3
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ECON 2030	Principles of Microeconomics		3
ECON 2040	Principles of Macroeconomics		3
COMM 1100	Public Speaking		3
Select one: ENGL 1410 OR 2100 OR ENGL (Lit)	Business Writing OR Technical Writing OR Literature course		3
General Education Electives	Select six credits from: World Languages (ARAB, CHIN, FREN, GERM, ITAL, JAPN, PORT, RUSN, SPAN) and/or Humanities, Math/Science or Social Sciences. Pull Course Information	See this page for complete listing of courses that meet this requirement.	6
Total General Education Requirements Credits			27

Major Requirements

COURSE NO.	COURSE TITLE	COURSE NOTES	CREDITS
ACCT 1010	Financial Accounting		4
ACCT 1020	Managerial Accounting		4
BUSN 1010	Introduction to Business		3
BUSN 2050	Principles of Management		3
BUSN 2060	Principles of Marketing		3
BUSN 2061	Marketing Communications		3
BUSN 1000	Workplace Relationship Skills		3
BUSN 2063	Sales		3
BUSN 2065	Advertising Principles		3
Computer Studies	Take three credits from: ACCT 1030; BUSN 1220; COMI 1100, 1420, 1422, 1430, 1440, 1451, 1452, 1640, 1645		3
BUSN or ACCT Elective			3
Total Major Requirements Credits			35

Total Program Credits 62