

Articulation Agreement

Fall 2021

Institution: Community College of Rhode Island

Transfer Institution: Bridgewater State University

CCRI Program: Business Administration: Marketing Concentration	CR	BSU Program: Management, Marketing Concentration	CR
<i>Core Curriculum</i>			
ENGL 1010 Composition I	3	ENGL 101 Writing Rhetorically	3
MATH 1000 (or higher; 2 courses)	3	Core Requirement and/or Major Req	3
Math 2138 Quantitative Business Analysis II	3	MATH 132 Applied Calculus for Bus	3
MATH 2077 Quantitative Business Analysis I		MATH 1XX Quantitative Business Analysis I (Consent of Math Dept. Chair to substitute for Pre-Calculus)	
ECON 2030 Principles of Microeconomics	3	ECON 101 Principles of Microeconomics & Core Requirement	3
ECON 2040 Principles of Macroeconomics	3	ECON 102 Principles of Macroeconomics & Core Requirement	3
COMM 1100 Public Speaking or COMM 1010 Communication Fund	3	COMM 1XX Oral Communication I COMM 1XX Communication Fund	3
Choose One: ENGL 1410 Business Writing or ENGL 2100 Technical Writing or Literature Elective	3	ENGL 1XX Business Writing, ENGL 201 Technical Writing I ENGL Literature Elective	3
Gen Ed Electives (world languages, humanities, math/science, or social sci)	6	Core Requirements	6
<i>Program Requirements</i>			
ACCT 1010 Financial Accounting	4	ACFI 100 Financial Accounting I	4
ACCT 1020 Managerial Accounting	4	ACFI 350 Managerial Accounting	4
BUSN 1010 Intro to Business	3	MGMT 1XX Intro to Business	3
BUSN 2050 Principles of Management	3	MGMT 130 Principles of Management	3
BUSN 2060 Principles of Marketing	3	MKTG 200 Marketing Principles	3
BUSN 2061 Marketing Communication	3	MKTG 2XX Marketing Communication	3
BUSN 1000 Workplace Relationship Skills	3	MGMT 1XX Workplace Relationship Skills	3
BUSN 2063 Sales	3	MKTG 2XX Sales	3
BUSN 2065 Advertising Principles	3	MKTG 2XX Advertising Principles	3
COMI 1100 Intro to Computers	3	COMP 105 Comp/App:An Intro	3
Choose One: Any ACCT or BUSN Elective Suggest: BUSN 1060 Leadership Development or BUSN 2350 Human Resources Mgt	3-4	BUSN or ACFI Major Elective MGMT 304 Leadership & Teams MGMT 140 Human Resources Mgt	3-4
Total Credits Required to Graduate	62-63		62-63

Marketing Management Concentration at Bridgewater State University
Management Core Courses (42 credits) Courses highlighted have direct equivalencies.

ACFI 100 - Fundamentals of Financial Reporting *
ACFI 305 - Business Law I
ACFI 350 - Managerial Accounting
ACFI 385 - Managerial Finance
COMP 105 - Computers and Their Applications: An Introduction
ECON 101 - Principles of Microeconomics
ECON 102 - Principles of Macroeconomics
ECON 210 - Statistics for Economics and Business
MATH 132 - Business Mathematics with Basic Calculus ** Satisfied by MATH 2138 Quantitative
Bus Analysis II
MGMT 130 - Principles of Management
MGMT 303 - Organizational Behavior
MGMT 360 - Fundamentals of Information Systems
MGMT 426 - Service Operations Management
MGMT 490 - Strategic Management (CWRM)

*ACFI 101 is a one-credit co-requisite that must be taken in the same semester as ACFI 100 when completed at BSU.

**Precalculus or an appropriate placement test score is a prerequisite to MATH 132.

Required courses (12 credits)

MKTG 200 - Marketing Principles
MKTG 345 - Consumer Behavior
MKTG 420 - Marketing Research
MKTG 494 - Marketing Management and Strategy

Electives (6 credits) Complete two courses, selected from the following:

MGMT 288 - Introduction to Entrepreneurship
MGMT 312 - Business Analytics using R
MKTG 300 - Digital Marketing
MKTG 310 - International Marketing
MKTG 315 - Retailing
MKTG 330 - Selling
MKTG 340 - Business to Business Marketing
MKTG 357 - Travel Course in Marketing
MKTG 399 - Special Topics in Marketing
MKTG 424 - Advertising

Total minimum credits: 60