



Program Completion Guide

ASSOCIATE IN APPLIED SCIENCE - BUSINESS ADMINISTRATION: MARKETING (A25120MK)

Student Name: _____ ID #: _____ Date of Enrollment: _____

Advisor Name: _____ Contact Information: _____

Section I: Developmental Courses (if needed)

Courses	Scores	Cr.	Prerequisites/ Corequisites	Grade	Notes/Semester
DMA 010 Operations with Integers	<7 on DAP	1	Pre: None		
DMA 020 Fractions and Decimals	<7 on DAP	1	Pre: DMA 010		
DMA 030 Propor/Ratio/Rate/Percent	<7 on DAP	1	Pre: DMA 010-020		
DMA 040 Express/Lin Equat/Inequal	<7 on DAP	1	Pre: DMA 010-030 or MAT 060		
DMA 050 Graphs/Equations of Lines	<7 on DAP	1	Pre: DMA 010-040 or DMA 040 and MAT 060		
DMA 060 Polynomial/Quadratic Appl <i>(Required if taking MAT 171)</i>	<7 on DAP	1	Pre: DMA 010-050 or MAT 060 and MAT 070		
DMA 070 Rational Express/Equation <i>(Required if taking MAT 171)</i>		1	Pre: DMA 010-060 or MAT 060 and MAT 070		
DMA 080 Radical Express/Equations <i>(Required if taking MAT 171)</i>		1	Pre: DMA 010-070 or MAT 060 and MAT 070		
DRE 096 Integrated Reading and Writing	104-116	3	Pre: None Co: CIS 070		
DRE 097 Integrated Reading Writing II	117-135	3	Pre: DRE 096 Co: CIS 070		
DRE 098 Integrated Reading Writing III	136-150	3	Pre: DRE 097 Co: CIS 070		

Section II:

A. Business Administration: Marketing Certificate (C25120MK) Course Requirements 16 credit hours: Complete Section I (as required) and Section II, A.

Courses	Cr.	Recommended Semester	Prerequisites/ Corequisites	Semester Registered/ Planned	Semester Completed/ Grade
MKT 120 Principles of Marketing*	3	1 st year – fall	Pre: DRE 098 or ENG 090 and RED 090		
MKT 223 Customer Service*	3	1 st year – spring	Pre: DRE 098 or RED 090		
MKT 225 Marketing Research*	3	2 nd year – spring	Pre: DRE 098, MKT 120		
MKT 227 Marketing Applications*	3	2 nd year – fall	Pre: DRE 098		
MKT 232 Social Media Marketing*	4	2 nd year – fall	Pre: DRE 098		

B. Business Administration: Marketing Associate in Applied Science Degree (A25120MK) Course Requirements 65-67 credit hours: Complete Sections I (as required) and Section II, A and B.

Courses	Cr.	Recommended Semester	Prerequisites/ Corequisites	Semester Registered/ Planned	Semester Completed/ Grade
ACA 122 College Transfer Success	1	1 st year – fall	None		
BUS 110 Introduction to Business*	3	1 st year – fall	Pre: DRE 097 Co: DRE 098		
BUS 115 Business Law I*	3	1 st year – fall	Pre: DRE 097 Co: DRE 098		
CIS 110 Introduction to Computers* or CIS 111 Basic PC Literary*	3 2	1 st year – fall	Pre: DRE 097 Co: DRE 098		



ENG 111 Writing and Inquiry	3	1 st year – fall	Pre: DRE 098 or ENG 090 and RED 090 Co: ACA 122		
MAT 143 Quantitative Literacy or MAT 171 Precalculus Algebra	3	1 st year – fall	Pre: DMA 010-050, DRE 098 Co: ACA 122		
	4	1 st year – fall	Pre: DMA 010-080 or MAT 080		
BUS 137 Principles of Management*	3	1 st year – spring	Pre: DRE 098 or ENG 090 and RED 090		
CTS 130 Spreadsheet	3	1 st year – spring	Pre: DMA 010-040 or MAT 070, DRE 097 Co: DRE 098		
ENG 112 Writing/Research in the Disciplines	3	1 st year - spring	Pre: ENG 111		
ACC 120 Principles of Financial Accounting*	4	2 nd year – fall	Pre: DMA 010-040 or MAT 070, DRE 098 or RED 090		
ECO 252 Principles of Macroeconomics*	3	2 nd year – fall	Pre: DMA 010-020 or MAT 060, DRE 097 or RED 090 Co: DRE 098		
ACC 121 Principles of Managerial Accounting	4	2 nd year – spring	Pre: ACC 120 with minimum grade of "C"		
BUS 239 Business Applications Seminar or WBL 111 Work Based Learning I and WBL 115 Work Based Learning Seminar I	2	2 nd year – spring	Pre: ACC 120, BUS 115, BUS 137, ECO 151 or 251 or 252, MKT 120		
	1		Pre: 9 SHC in the major core courses Co: WBL 115		
	1		Pre: 9 SHC in the major core courses Co: WBL 111		
MKT 220 Advertising & Sales Promotion*	3	2 nd year – spring	Pre: DRE 097 Co: DRE 098		

Required Subject Area:

Business Electives (Select 3 credit hours from the following courses)

ACC 122, ACC 129, ACC 130, ACC 225, BUS 116, BUS 121, BUS 125, BUS 139, BUS 147, BUS 153, BUS 228, BUS 230, BUS 260, BUS 261, ECO 251, INT 110, MKT 221, MKT 224, MKT 228, NPO 110, NPO 120, NPO 215, NPO 225, PAD 151, PAD 152, PAD 251, PAD 252, PMT 110, PMT 210, PMT 215.

Course	Recommended Semester	Semester Registered/Planned	Semester Completed/Grade
	1 st year – spring		

Electives: (All degree seeking students must take one Humanities/Fine Arts and one Social/Behavioral Sciences elective from lists below unless a specific course is required above.)

Humanities/Fine Arts Electives (3 credit hours)** (Courses with the following prefixes will satisfy this requirement: ART, DRA, ENG (literature courses only), HUM, MUS, PHI, REL, and SPA (Intermediate Spanish I only).)

Courses offered at RCC:

ART 111, DRA 111, ENG 131, ENG 231, ENG 232, MUS 110, PHI 240, REL 211, REL 212, SPA 211

Course	Recommended Semester	Semester Registered/Planned	Semester Completed/Grade
	1 st year – spring		

Social/Behavioral Sciences Electives (3 credit hours)** (Courses with the following prefixes will satisfy this requirement: ANT, ECO+, GEO, HIS, POL, PSY, and SOC) +Some business and accounting curricula require economics and do not accept ECO courses as fulfillment of this elective requirement.)

Courses offered at RCC:

ANT 220, HIS 111, HIS 112, HIS 131, HIS 132, PSY 150, PSY 241, SOC 210, SOC 213



Course	Recommended Semester	Semester Registered/Planned	Semester Completed/Grade
	2 nd year – spring		

NOTES: *All courses must be completed with a grade of “C” or better.
 **See course catalog for prerequisite and/or corequisite requirements.

Students please read the following and sign below.

I understand that as an RCC student, I am ultimately responsible for my schedule. I understand that I must complete each course with a grade of “C” or better and follow the established course sequence or my ability to graduate on time may be affected.

My advisor has information regarding other colleges and transfer opportunities that I can investigate after completing my degree/diploma/certificate, and I understand that if I would like more information I can schedule an appointment with him/her.

Student Name: _____ Student Signature: _____ Date: _____

Advisor Name: _____ Advisor Signature: _____ Date: _____

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