



Program Completion Guide

ASSOCIATE IN APPLIED SCIENCE - BUSINESS ADMINISTRATION: MARKETING (A25120M) (ONLINE)

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

Advisor Name: _____ Contact Information: _____

Students must meet eligibility to take college-level coursework through placement tests or other measures. Please see the Student Handbook for further information.

Business Administration: Marketing Associate in Applied Science Degree ONLINE (A25120M) Course Requirements 65-67 credit hours.**

Courses	Cr.	Recommended Semester	Semester Registered/ Planned	Semester Completed/ Grade
ACA 122 College Transfer Success	1	1 st year – fall		
BUS 110 Introduction to Business*	3	1 st year – fall		
BUS 115 Business Law I*	3	1 st year – fall		
CIS 110 Introduction to Computers*	3	1 st year – fall		
ENG 111 Writing and Inquiry	3	1 st year – fall		
MAT 143 Quantitative Literacy or MAT 171 Precalculus Algebra	3 4	1 st year – fall		
MKT 120 Principles of Marketing*	3	1 st year – fall		
BUS 137 Principles of Management*	3	1 st year – spring		
CTS 130 Spreadsheet	3	1 st year – spring		
ENG 112 Writing/Research in the Disciplines	3	1 st year - spring		
MKT 223 Customer Experience*	3	1 st year – spring		
ACC 120 Principles of Financial Accounting*	4	2 nd year – fall		
ECO 252 Principles of Macroeconomics*	3	2 nd year – fall		
MKT 227 Marketing Applications*	3	2 nd year – fall		
MKT 232 Social Media Marketing*	3	2 nd year – fall		
ACC 121 Principles of Managerial Accounting	4	2 nd year – spring		
BUS 239 Business Applications Capstone or WBL 111 Work Based Learning I and WBL 115 Work Based Learning Seminar I	3 1 1	2 nd year – spring		
MKT 220 Advertising & Sales Promotion*	3	2 nd year – spring		
MKT 225 Marketing Research*	3	2 nd year – spring		

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 153, BUS 230, BUS 260, ECO 251, 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, ART 114, ART 115, ART 121, ART 131, ART 171, ART 240, ART 241, ART 281, ART 283, DRA 111, ENG 125, ENG 231, ENG 232, ENG 241, ENG 242, HUM 115, HUM 120, MUS 110, MUS 112, MUS 210, PHI 215, PHI 240, REL 110, REL 211, REL 212

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, ECO 251, HIS 111, HIS 112, HIS 121, HIS 131, HIS 132, POL 120, PSY 150, PSY 241, PSY 281, SOC 210, SOC 213, SOC 220, SOC 225, SOC 240

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: _____

Student Name: _____ Student Signature: _____ Date: _____

Advisor Name: _____ Advisor Signature: _____ Date: _____

Student Name: _____ Student Signature: _____ Date: _____

Advisor Name: _____ Advisor Signature: _____ Date: _____

Student Name: _____ Student Signature: _____ Date: _____

Advisor Name: _____ Advisor Signature: _____ Date: _____

*In order for students to earn a **Business Administration: Marketing Certificate (C25120MK)**, the following courses must be taken: MKT 120, MKT 223, MKT 225, MKT 227, and MKT 232.*

*In order for students to earn a **Business Administration: Entrepreneurship Certificate (C25120E)**, the following courses must be taken: ACC 120, BUS 110, BUS 139, BUS 230, and MKT 120.*

The courses listed on this program guide are the courses currently offered online through Richmond Community College. Please speak to your advisor if you have taken courses at another college or university.

The following courses are part of the North Carolina Articulation Agreement: ACC 120, ACC 121, ANT 220, ART 111, BUS 110, BUS 115, BUS 137, BUS 228, CIS 110, DRA 111, ECO 251, ECO 252, ENG 111, ENG 112, ENG 131, ENG 231, ENG 232, HIS 111, HIS 112, HIS 131, HIS 132, MAT 143, MUS 110, PHI 240, PSY 150, PSY 241, REL 211, REL 212, SOC 210, SOC 213, SPA 111, and SPA 211. The North Carolina Comprehensive Articulation Agreement is a statewide agreement governing transfer credits from North Carolina community colleges to North Carolina public universities and participating private universities. RichmondCC cannot guarantee the transfer of courses to out-of-state universities.