



Program Completion Guide

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

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

Advisor Name: _____ Contact Information: _____

Note: Developmental coursework may be required. Please refer to the Developmental Education Guide for additional information.

A. Business Administration: Marketing Certificate (C25120MK) Course Requirements 16 credit hours: Complete Section A.

Courses	Cr.	Recommended Semester	Prerequisites/ Corequisites	Semester Registered/ Planned	Semester Completed/ Grade
MKT 120 Principles of Marketing*	3	1 st year – fall	Pre: ENG 002 or BSP 4002 or ENG 111		
MKT 223 Customer Service*	3	1 st year – spring	Pre: ENG 002 or BSP 4002 or ENG 111		
MKT 225 Marketing Research*	3	2 nd year – spring	Pre: MKT 120		
MKT 227 Marketing Applications*	3	2 nd year – fall	Pre: ENG 002 or BSP 4002 or ENG 111		
MKT 232 Social Media Marketing*	4	2 nd year – fall	Pre: ENG 002 or BSP 4002 or ENG 111		

B. Business Administration: Marketing Associate in Applied Science Degree (A25120M) Course Requirements 65-67 credit hours: Complete Sections 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: ENG 002 or BSP 4002 or ENG 111		
BUS 115 Business Law I*	3	1 st year – fall	Pre: ENG 002 or BSP 4002 or ENG 111		
CIS 110 Introduction to Computers* or CIS 111 Basic PC Literacy*	3 2	1 st year – fall	None		
ENG 111 Writing and Inquiry	3	1 st year – fall	Pre: ENG 011 Co: None		
MAT 143 Quantitative Literacy or MAT 171 Precalculus Algebra	3 4	1 st year – fall	Pre: MAT 003 Tier 2 or BSP 4003 Tier 2 or MAT 043, ENG 002 or BSP 4002 or ENG 111 Co: None Pre: MAT 003 Tier 3 or BSP 4003 Tier 3 or MAT 071		
BUS 137 Principles of Management*	3	1 st year – spring	Pre: ENG 002 or BSP 4002 or ENG 111		
CTS 130 Spreadsheet	3	1 st year – spring	Pre: MAT 003 Tier 2 or BSP 4003 Tier 2, ENG 002 or BSP 4002 or ENG 111		
ENG 112 Writing/Research in the Disciplines	3	1 st year - spring	Pre: ENG 111 with a grade of "C" or better		



ACC 120 Principles of Financial Accounting*	4	2 nd year – fall	Pre: MAT 003 Tier 2 or BSP 4003 Tier 2, ENG 002 or BSP 4002 or ENG 111		
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ECO 252 Principles of Macroeconomics*	3	2 nd year – fall	Pre: MAT 003 or BSP 4003, ENG 002 or BSP 4002 or ENG 111		
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 1 1	2 nd year – spring	Pre: ACC 120, BUS 115, BUS 137, MKT 120, and either ECO 151, ECO 251, or ECO 252 Pre: 9 SHC in the major core courses Co: WBL 115 Pre: 9 SHC in the major core courses Co: WBL 111		
MKT 220 Advertising & Sales Promotion*	3	2 nd year – spring	Pre: ENG 002 or BSP 4002 or ENG 111		

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, DRA 111, ENG 231, ENG 232, MUS 110, PHI 240, 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 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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