



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 15 credit hours: Complete Section A.**

Courses	Cr.	Recommended Semester	Prerequisites/Corequisites	Semester Registered/Planned	Semester Completed/Grade
MKT 120 Principles of Marketing*	3	1 <sup>st</sup> year – fall	Pre: None		
MKT 223 Customer Experience*	3	1 <sup>st</sup> year – spring	Pre: None		
MKT 225 Marketing Research*	3	2 <sup>nd</sup> year – spring	Pre: MKT 120		
MKT 227 Marketing Applications*	3	2 <sup>nd</sup> year – fall	Pre: None		
MKT 232 Social Media Marketing*	3	2 <sup>nd</sup> year – fall	Pre: None		

**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 <sup>st</sup> year – fall	None		
BUS 110 Introduction to Business*	3	1 <sup>st</sup> year – fall	Pre: None		
BUS 115 Business Law I*	3	1 <sup>st</sup> year – fall	Pre: None		
CIS 110 Introduction to Computers* or CIS 111 Basic PC Literacy*	3 2	1 <sup>st</sup> year – fall	None		
ENG 111 Writing and Inquiry	3	1 <sup>st</sup> year – fall	Pre: ENG 025		
MAT 143 Quantitative Literacy  or MAT 171 Precalculus Algebra	3 4	1 <sup>st</sup> year – fall	Pre: MAT 025  Pre: MAT 035		
BUS 137 Principles of Management*	3	1 <sup>st</sup> year – spring	Pre: None		
CTS 130 Spreadsheet	3	1 <sup>st</sup> year – spring	Pre: MAT 025		
ENG 112 Writing/Research in the Disciplines	3	1 <sup>st</sup> year - spring	Pre: ENG 111 with a grade of "C" or better		
ACC 120 Principles of Financial Accounting*	4	2 <sup>nd</sup> year – fall	Pre: None		
ECO 252 Principles of Macroeconomics*	3	2 <sup>nd</sup> year – fall	Pre: None		
ACC 121 Principles of Managerial Accounting	4	2 <sup>nd</sup> year – spring	Pre: ACC 120 with minimum grade of "C"		
BUS 239 Business Applications Capstone  or WBL 111 Work-Based Learning I  and WBL 115 Work-Based Learning Seminar I	3 1 1	2 <sup>nd</sup> 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 <sup>nd</sup> year – spring	Pre: None		



**Required Subject Area:**

<b>Business Electives (Select 3 credit hours from the following courses)</b>			
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 <sup>st</sup> 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.)**

<b>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)).</b>			
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 <sup>st</sup> year – spring		

<b>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.)</b>			
Courses offered at RCC: ANT 220, 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 <sup>nd</sup> 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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