BUSINESS ADMINISTRATION, MARKETING - ASSOCIATE IN SCIENCE IN BUSINESS

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Business associate degree programs in the Business and Professional Studies Department are accredited by the Accreditation Council for Business Schools and Programs (https://acbsp.org) (ACBSP) which attests to our high standards and excellence in teaching. Professional Studies associate degree programs and all certificate programs in the Business and Professional Studies Department have been approved through the curriculum review process at the Community College of Rhode Island and have been affirmed by the Office of Postsecondary Education of the Rhode Island Department of Education.

Students who successfully complete courses in this concentration develop communication, interpersonal, leadership and teamwork skills. Program graduates understand the role and importance of marketing in organizations, demonstrate critical-thinking, decision-making, strategic planning and communications skills, and are able to use technological resources – including online databases – to conduct research.

The Marketing concentration prepares students for entry-level positions such as marketing assistant or coordinator, advertising assistant, or salesperson or customer service representative. Students may choose to transfer to four-year institutions to earn bachelor's degrees and should consult colleges for information on transferable courses.

Note: Many courses require prerequisites, corequisites and/or testing. See course descriptions for details.

Program Learning Outcomes

Upon completion of this program, a student will be able to:

1. Demonstrate an understanding of the general nature, structure, resources, and operations of business organizations.
2. Describe and/or explain basic accounting, finance, management, and marketing functions.
3. Communicate business ideas and information effectively in written and/or verbal form.
4. Apply problem-solving and decision-making techniques to business situations.
5. Describe what marketing entails and show how the components are implemented.
6. Demonstrate how creating value leads to customer loyalty.
7. Conduct both primary and secondary marketing research to make informed decisions.
8. Design appropriate and effective advertising plan strategies.
9. Demonstrate the effectiveness of the various components of integrated marketing communications through various channels -- including written and oral communications.

Requirements

Code	Title	Hours
General Education Requirements		
BUSN 1010	Introduction to Business SSCI; Written Communication; Social and Professional Responsibilities	3
COMM 1010	Communication Fundamentals^ HUMN; Non-Written Communication; Social and Professional Responsibilities	3
ECON 2030	Principles of Microeconomics SSCI; Critical Thinking; Quantitative Literacy	3
ECON 2040	Principles of Macroeconomics SSCI; Critical Thinking; Quantitative Literacy	3
ENGL 1010	Composition I (or ENGL 1010A) HUMN; Written Communication; Information Literacy	3
General Education Elective (https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/)		3
Choose TWO of the following: [1]; MSCI; Scientific Reasoning; Quantitative Literacy		6
MATH 1005	Business Mathematics	
MATH 1015	Mathematics of Finance	
MATH 1240	Statistical Analysis I	
MATH 2077	Quantitative Business Analysis I (and MATH 2138 Quantitative Business Analysis II)	
Subtotal		24
Major Requirements		
ACCT 1010	Financial Accounting	4
ACCT 1020	Managerial Accounting	4
BUSN 1000	Workplace Relationships	3
BUSN 2050	Principles of Management^	3
BUSN 2060	Principles of Marketing	3
BUSN 2061	Marketing Communications	3
BUSN 2063	Sales	3
BUSN 2065	Advertising Principles	3
Choose ONE of the following:		3
ACCT 1030	Computerized Accounting	
BUSN 1015	Business Computing Applications	
COMI 1300	Introduction to Data Analytics	
Choose TWO of the following:		6-8
Accounting Elective (https://catalog.ccri.edu/course-descriptions/acct/)		
Business Elective (https://catalog.ccri.edu/course-descriptions/busn/)		
Choose ONE of the following:		3
ENGL 1410	Business Writing	
ENGL 2100	Technical Writing	
Literature Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/) HUMN		
Subtotal		38-40
Total Hours		**62-64**

[1] Math at the 1000 level or higher. Quantitative Business Analysis I (MATH 2077 (https://catalog.ccri.edu/search/?P=MATH%202077)) and Quantitative Business Analysis II (MATH 2138 (https://catalog.ccri.edu/search/?P=MATH%202138)) are recommended for

students who plan to transfer to a four-year institution. However, math requirements vary at four-year institutions. Therefore, it is strongly recommended that students work with the CCRI academic advising team to select the appropriate math sequence for graduation and to prepare for transfer.

Recommended Course Sequence

Course	Title	Hours
Year 1		
Semester 1		
ACCT 1010	Financial Accounting	4
BUSN 1010	Introduction to Business	3
Choose ONE of the following: [1]		3
MATH 1005	Business Mathematics	
MATH 1015	Mathematics of Finance	
MATH 1240	Statistical Analysis I	
MATH 2077	Quantitative Business Analysis I	
MATH 2138	Quantitative Business Analysis II	
ENGL 1010	Composition I (or ENGL 1010A)	3
General Education Elective (https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/)		3
	Hours	**16**
Semester 2		
ACCT 1020	Managerial Accounting	4
BUSN 2060	Principles of Marketing	3
Choose ONE of the following: [1]		3
MATH 1005	Business Mathematics	
MATH 1015	Mathematics of Finance	
MATH 1240	Statistical Analysis I	
MATH 2077	Quantitative Business Analysis I	
MATH 2138	Quantitative Business Analysis II	
COMM 1010	Communication Fundamentals^	3
Choose ONE of the following:		3
ACCT 1030	Computerized Accounting	
BUSN 1015	Business Computing Applications	
COMI 1300	Introduction to Data Analytics	
	Hours	**16**
Year 2		
Semester 1		
BUSN 2061	Marketing Communications	3
BUSN 2063	Sales	3
ECON 2030	Principles of Microeconomics	3
Choose ONE of the following:		3
ENGL 1410	Business Writing	
ENGL 2100	Technical Writing	
Literature Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/)		
Choose ONE of the following:		3-4
Accounting Elective (https://catalog.ccri.edu/course-descriptions/acct/)		
Business Elective (https://catalog.ccri.edu/course-descriptions/busn/)		
	Hours	**15-16**
Semester 2		
BUSN 1000	Workplace Relationships	3
BUSN 2065	Advertising Principles	3
BUSN 2050	Principles of Management^	3
ECON 2040	Principles of Macroeconomics	3
Choose ONE of the following:		3-4
Accounting Elective (https://catalog.ccri.edu/course-descriptions/acct/)		
Business Elective (https://catalog.ccri.edu/course-descriptions/busn/)		
	Hours	**15-16**
	Total Hours	**62-64**

[1] Math at the 1000 level or higher. Quantitative Business Analysis I (MATH 2077) and Quantitative Business Analysis II (MATH 2138) are recommended for students who plan to transfer to a four-year institution. However, math requirements vary at four-year institutions. Therefore, it is strongly recommended that students work with the CCRI academic advising team to select the appropriate math sequence for graduation and to prepare for transfer.

Transfer Options

Option I: Complete a CCRI Business Administration degree program and transfer to one of the four-year colleges with which CCRI has transfer agreements. Course credits transfer differently from college to college. Consult with the Advising Center (https://www.ccri.edu/advising/) for specifics. Under the articulation transfer policy, students completing a CCRI associate in science degree in business with at least a 2.4 GPA are guaranteed admission to Rhode Island College (RIC) or the University of Rhode Island (URI). The applicability of courses toward the baccalaureate degree is determined by the receiving institution. For more information, visit the Transferology website (https://www.transferology.com/login.htm) and contact your CCRI advisor.

Option 2: Participate in the Joint Admissions Agreement (JAA) and take the courses in one of the approved JAA transition plans for transfer into specific business-related majors at RIC or URI. Students who successfully complete JAA requirements are guaranteed transfer of their courses and acceptance for the intended major at RIC or URI. For more information on the benefits of participating in JAA, visit www.ccri.edu/jaa (https://www.ccri.edu/jaa/) or Transferology (https://www.transferology.com/login.htm) and contact your CCRI advisor.

Please meet with an Academic Advisor/Student Success Coach (https://ccri.edu/advising/) if you are interested in earning a bachelor's degree. Your Academic Advisor will help you select the courses that best prepare you for transfer to a four-year college or university.

Check out the Joint Admissions Agreement (https://ccri.edu/jaa/) if you are interested in transferring to Rhode Island College or the University of Rhode Island. The JAA program offers seamless transfer to RIC or URI with additional benefits. Transfer information, events, and articulations are available on the Transfer Center website (https://ccri.edu/oes/transfer_center/).