

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.

Requirements

Code	Title	Hours
General Education Requirements		
ENGL 1010	Composition I	3
MATH (https://catalog.ccri.edu/course-descriptions/math/)	Math 1000 or higher ¹	6
ECON 2030	Principles of Microeconomics	3
ECON 2040	Principles of Macroeconomics	3
COMM 1100	Public Speaking	3
	or COMM 1010 Communication Fundamentals	
	Select 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/#litr/)	
	General Education Electives (https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/)	6
Subtotal		27

Major Requirements

ACCT 1010	Financial Accounting	4
ACCT 1020	Managerial Accounting	4
BUSN 1010	Introduction to Business	3
BUSN 2050	Principles of Management	3
BUSN 2060	Principles of Marketing	3
BUSN 2061	Marketing Communications	3
BUSN 1000	Workplace Relationships	3
BUSN 2063	Sales	3
BUSN 2065	Advertising Principles	3
	Computer Studies Elective ²	3
ACCT or BUSN Program	Any ACCT or BUSN Course	3-4
	Elective (https://catalog.ccri.edu/course-descriptions/)	
Subtotal		35-36
Total Hours		62-63

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. Business Mathematics (MATH 1005) and Mathematics of Finance (MATH 1015) are recommended for students who do not plan to transfer.

² Take three credits from: Computerized Accounting (ACCT 1030); QuickBooks, Computer Application (BUSN 1220); Introduction to Computers (COMI 1100), Introduction to Spreadsheets (COMI 1420), Intermediate Spreadsheets (COMI 1422), Introduction to Database Software (COMI 1430), Presentation Software (PowerPoint) (COMI 1440), Introduction to WINDOWS (COMI 1451), Introduction to Word Processing (COMI 1640)

Recommended Course Sequence

Course	Title	Hours
Year 1		
Semester 1		
ACCT 1010	Financial Accounting	4
BUSN 1010	Introduction to Business	3
MATH (https://catalog.ccri.edu/course-descriptions/math/)	MATH 1000 or higher ¹	3
ENGL 1010	Composition I	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

MATH (https://catalog.ccri.edu/course-descriptions/math/)	MATH 1000 or higher ¹	3
COMM 1100 or COMM 1010	Public Speaking or Communication Fundamentals	3
Computer Studies Elective ²		3
Hours		16
Year 2		
Semester 1		
BUSN 2061	Marketing Communications	3
BUSN 2063	Sales	3
ECON 2030	Principles of Microeconomics	3
Please select 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/#litr/)		
ACCT or BUSN Program Elective (https://catalog.ccri.edu/course-descriptions/)	Any ACCT or BUSN Course	3-4
Hours		15-16
Semester 2		
BUSN 1000	Workplace Relationships	3
BUSN 2065	Advertising Principles	3
BUSN 2050	Principles of Management	3
General Education Elective (https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/)		3
ECON 2040	Principles of Macroeconomics	3
Hours		15
Total Hours		62-63

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² Take three credits from: Computerized Accounting (ACCT 1030); QuickBooks, Computer Application (BUSN 1220); Introduction to Computers (COMI 1100), Introduction to Spreadsheets (COMI 1420), Intermediate Spreadsheets (COMI 1422), Introduction to Database Software (COMI 1430), Presentation Software (PowerPoint) (COMI 1440), Introduction to WINDOWS (COMI 1451), Introduction to Word Processing (COMI 1640)

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 Advising and Counseling (<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 www.ritransfers.org (<https://www.ritransfers.org>) and contact your CCRI adviser.

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 www.ritransfers.org (<https://www.ritransfers.org>) and contact your CCRI adviser.

If you are interested in earning a bachelor's degree, please meet with an Academic Advisor (https://www.ccri.edu/advising/transfer_information/) who can help you select the courses that best prepare you for transfer to a four-year college or university. For more information, you can also visit [ritransfers.org](http://www.ritransfers.org) (<http://www.ritransfers.org/>) with resources on course and program transfer to Rhode Island College and the University of Rhode Island, or visit CCRI's Transfer Articulation (<https://www.ccri.edu/oes/records/transfers/traagree.html>) page for information on articulation agreements with colleges and universities throughout New England.