

# BUSINESS ADMINISTRATION, MARKETING - ASSOCIATE IN SCIENCE IN BUSINESS



## MARK

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
<b>General Education Requirements</b>		
BUSN 1010	Introduction to Business	3
ENGL 1010	Composition I (or ENGL 1010A)	3
Choose Two of the following: <sup>1</sup>		6
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	
ECON 2030	Principles of Microeconomics	3
ECON 2040	Principles of Macroeconomics	3
COMM 1010	Communication Fundamentals	3
Select One of the following:		3
ENGL 1410	Business Writing	
ENGL 2100	Technical Writing	
Literature Elective ( <a href="https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/">https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/</a> )		
General Education Electives ( <a href="https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/">https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/</a> )		3

Subtotal		27
<b>Major Requirements</b>		
ACCT 1010	Financial Accounting	4
ACCT 1020	Managerial Accounting	4
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
Choose One Computer Literacy Elective:		3
ACCT 1030	Computerized Accounting	
BUSN 1015	Business Computing Applications	
COMI 1300	Introduction to Data Analytics	
Choose Two ACCT or BUSN Program Electives:		6-8
Subtotal		35-37
<b>Total Hours</b>		<b>62-64</b>

<sup>1</sup> 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
<b>Year 1</b>		
<b>Semester 1</b>		
ACCT 1010	Financial Accounting	4
BUSN 1010	Introduction to Business	3
Choose 1 of the following: <sup>1</sup>		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 ( <a href="https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/">https://catalog.ccri.edu/academic-information/general-education/courses-approved-general-education-credits/</a> )		3
<b>Hours</b>		<b>16</b>
<b>Semester 2</b>		
ACCT 1020	Managerial Accounting	4
BUSN 2060	Principles of Marketing	3
Choose 1 of the following: <sup>1</sup>		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 Computer Literacy Elective:		3
ACCT 1030	Computerized Accounting	
BUSN 1015	Business Computing Applications	
COMI 1300	Introduction to Data Analytics	
<b>Hours</b>		<b>16</b>
<b>Year 2</b>		
<b>Semester 1</b>		
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 ( <a href="https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/">https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/</a> )		
ACCT or BUSN	Any ACCT or BUSN Course	3-4
Program Elective ( <a href="https://catalog.ccri.edu/course-descriptions/">https://catalog.ccri.edu/course-descriptions/</a> )		
<b>Hours</b>		<b>15-16</b>
<b>Semester 2</b>		
BUSN 1000	Workplace Relationships	3
BUSN 2065	Advertising Principles	3
BUSN 2050	Principles of Management	3
ECON 2040	Principles of Macroeconomics	3
ACCT or BUSN	Program Elective ( <a href="https://catalog.ccri.edu/course-descriptions/">https://catalog.ccri.edu/course-descriptions/</a> )	3-4
<b>Hours</b>		<b>15-16</b>
<b>Total Hours</b>		<b>62-64</b>

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](http://www.ccri.edu/jaa) (<https://www.ccri.edu/jaa/>) or [www.ritransfers.org](http://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://ccri.edu/advising/>) who can help you select the courses that best prepare you for transfer to a four-year college or university.

If you are interested in transferring to Rhode Island College or the University of Rhode Island, check out the **Joint Admissions Agreement**. CCRI also has **Transfer Articulation Agreements** with colleges and universities throughout New England.

<sup>1</sup> 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 1:** 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](http://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