

BUSINESS TRANSFER, MARKETING BS - ASSOCIATE IN ARTS (RIC)



RMRK

This program constitutes a JAA transfer program to RIC. Students completing a JAA plan receive an Associate's degree and enter the receiving institution with 60 credits and Junior status. Students must complete all requirements as given. Depending on GPA, students receive a tuition discount of up to 30% at the receiving institution, a waived application fee, and personalized advising.

This program introduces students to foundational concepts in marketing, business communication, accounting, and Microsoft Office skills, providing a solid base for continued study at RIC. The program emphasizes creativity, analytical thinking, and effective communication, equipping graduates with the foundation to build a future career in marketing. Through the JAA pathway, CCRI students benefit from a seamless transfer process. Students enter RIC as juniors with all required credits, allowing them to complete their bachelor's degree in marketing within two additional years of full-time study.

Program Learning Outcomes

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

1. Create written work that develops and expresses ideas and that addresses a given context and target audience.
2. Communicate effectively via oral presentations, performances, participation in group work, and visual presentations.
3. Identify, analyze, and apply evidence and ideas, question assumptions, and draw logical conclusions.
4. Develop information literacy by locating, evaluating, synthesizing, and using information to accomplish a specific purpose.
5. Demonstrate an understanding of and apply scientific or quantitative principles, theories, and methods.
6. Apply quantitative principles to solve problems and support arguments with quantitative evidence in a variety of formats (e.g. words, tables, graphs, equations, etc.).
7. Demonstrate an understanding of global, cultural and historical perspectives.
8. Function effectively in social and professional environments and make reasoned decisions based on ethical standards, self-awareness, and personal responsibility.
9. Utilize discipline-specific theories and concepts to analyze data, texts, and issues at a level appropriate for a 2-year college student.

Requirements

Code	Title	Hours
General Education Requirements		
COMM 1010	Communication Fundamentals ^A Communication; Social and Professional Responsibilities	3
ECON 2030	Principles of Microeconomics Quantitative Literacy	3

ECON 2040	Principles of Macroeconomics Quantitative Literacy	MSCI; Critical Thinking; 3
ENGL 1010	Composition I (or ENGL 1010A) Communication; Information Literacy	HUMN; Written 3
Lab Science Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#labscigened/) ^{MSCI}		
MATH 1240	Statistical Analysis I Quantitative Literacy	MSIC; Scientific Reasoning; 4
Social Science Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#sscigened/) ^{SSCI}		
Choose ONE of the following:		3
Art Elective ^{HUMN}		
Music Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#muscgened/) ^{HUMN}		
Theatre Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#theagened/) ^{HUMN}		
Choose ONE of the following:		3
History Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#histgened/) ^{SSCI}		
Philosophy Elective (https://catalog.ccri.edu/course-descriptions/phil/) ^{HUMN}		
Choose ONE of the following:		3
Literature Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/) ^{HUMN}		
World Languages Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#langgened/) ^{HUMN}		
Subtotal General Education		32
Major Requirements		
ACCT 1010	Financial Accounting	4
ACCT 1020	Managerial Accounting	4
BUSN 1015	Business Computing Applications	3
BUSN 2050	Principles of Management ^A	3
BUSN 2060	Principles of Marketing	3
MATH 1241	Statistical Analysis II	3
Free Elective		3
Free Elective		3
Free Elective		3
Subtotal Major Requirements		29
Total Hours		61

^A Work-based learning course

Recommended Course Sequence

Course	Title	Hours
Year 1		
Semester 1		
BUSN 1015	Business Computing Applications	3
ENGL 1010	Composition I (or ENGL 1010A)	3
MATH 1240	Statistical Analysis I	4
COMM 1010	Communication Fundamentals ^A	3
Choose ONE of the following:		3
Literature Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#litgened/)		

World Languages Elective (<https://catalog.ccri.edu/academic-information/general-education/course-attributes/#langgened/>)

[URI](https://ccri.edu/jaa/). For more information, please visit Joint Admissions Agreement (<https://ccri.edu/jaa/>) or the Transfer Center (https://ccri.edu/onestop/transfer_center/).

Hours		16
Semester 2		
ACCT 1010	Financial Accounting	4
ECON 2030	Principles of Microeconomics	3
Free Elective		3
Choose ONE of the following:		3
Art Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#artgened/)		
Music Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#muscgened/)		
Theatre Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#theagened/)		
Choose ONE of the following:		3
History Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#histgened/)		
Philosophy Elective (https://catalog.ccri.edu/course-descriptions/phil/)		
Hours		16
Year 2		
Semester 1		
ACCT 1020	Managerial Accounting	4
BUSN 2050	Principles of Management [^]	3
MATH 1241	Statistical Analysis II	3
Lab Science Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#labscigened/)		4
Hours		14
Semester 2		
BUSN 2060	Principles of Marketing	3
ECON 2040	Principles of Macroeconomics	3
Free Elective		3
Free Elective		3
Social Science Elective (https://catalog.ccri.edu/academic-information/general-education/course-attributes/#sscigened/)		3
Hours		15
Total Hours		61

[^] Work-based learning course

Transfer

This program at CCRI is a part of the Joint Admissions Agreement (JAA). JAA helps students transfer seamlessly to Rhode Island College (RIC) or the University of Rhode Island (URI). Students who are eligible for the JAA program have earned less than 30 college credits at the time of joining and have not attended any other college or university.

JAA graduates are guaranteed admissions to either RIC or URI, have personalized advising by a caseload advisor, enter with Junior status at RIC or URI, and are eligible for a tuition discount up to 30% based on GPA.

[Please meet with an Academic Advisor/Student Success Coach to help you select the courses that best prepare you for transfer to RIC or](#)