



(Associate in Applied Science)

Business

Marketing Specialty

ICCB Code: AAS 038C

Required Courses						
First Semester	Lec	Lab	Cr	RCC	Sem/Yr	Transfer
Acct 101 Financial Accounting	4	0	4			
Bus 100 Business Fundamentals	3	0	3			
Bus 110 Business Mathematics (or Math 104)	3	0	3			
CIS 110 Business Applications for Microcomputers	2	2	3			
Engl 110 Communicating in the Workplace (or Engl 101)	3	0	3			
Subtotals	15	2	16			
Second Semester	Lec	Lab	Cr	RCC	Sem/Yr	Transfer
Acct 102 Managerial Accounting Fundamentals (or Acct 211)	4	0	4			
Bus 283 Personal Finance	3	0	3			
P Rel 100 Human Relations	3	0	3			
BUS 240 Marketing Fundamentals	3	0	3			
Spch 120 Business & Professional Speaking (or Spch 101)	3	0	3			
Subtotals	16	0	16			
Third Semester	Lec	Lab	Cr	RCC	Sem/Yr	Transfer
Bus 200 Customer Service Fundamentals	3	0	3			
Bus 231 Business Law Principles	3	0	3			
Bus 247 Marketing Research	2	2	3			
Econ 231 Macroeconomics	3	0	3			
Electives (Choose from list of courses below*)	3	0	3			
Subtotals	14	2	15			
Fourth Semester	Lec	Lab	Cr	RCC	Sem/Yr	Transfer
Bus 225 Small Business Development (formerly Bus 125)	3	0	3			
Bus 232 Business Law & Ethics	3	0	3			
Bus 245 Advertising and Sales Promotion	3	0	3			
Bus 290 Work Experience Practicum & Seminar (or Bus 295)	1	10	3			
Econ 232 Microeconomics	3	0	3			
Subtotals	13	10	15			
Program Total 62						

*Electives: ART 127; BUS 248; BUS 250

Other Graduation Requirements:
2.00 (C) Grade Point Average for all courses at RCC

Comments: _____

Connected Certificate(s):
• Marketing Specialist