

(Certificate)

Marketing Specialist

ICCB Code: C 038I

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			
Subtotals	12	2	13			
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			
Subtotals	13	0	13			
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			
Choose elective from list below	3	0	3			
Subtotals	11	2	12			
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			
Subtotals	9	0	9			
Program Total 47						

Electives: ART 127; BUS 248; BUS 250

*Students that are considering transfer options should take this course.

Other Graduation Requirements:

1. 2.00 (C) Grade Point Average for all courses at RCC
2. Constitution Exam, if not completed in Illinois High School

Constitution Exam Met:

Comments: _____