

New River Community & Technical College
 Associate of Science
General Business-Marketing (AS)
 2013-2014 Catalog

Student Name _____ Student ID # _____

		First Semester		
Course	Title	Credits	Grade	Qual. Pts.
ACCT 101	Principles of Accounting I	3	_____	_____
BUSN 130	Word Processing & Internet	3	_____	_____
ENGL 101	Composition	3	_____	_____
MATH 101	General Mathematics(or higher)	3	_____	_____
BUSN 100	Introduction to Business	3	_____	_____

Total Hours 15

Second Semester

ACCT 102	Principles of Accounting II	3	_____	_____
BUSN 114	Quantitative Business Analysis	3	_____	_____
BUSN 245	Microsoft EXCEL	3	_____	_____
MGMT 110	Principles of Management	3	_____	_____
MRKT 110	Principles of Marketing	3	_____	_____
Restricted English Elective: choose from		3	_____	_____
ENGL 102 or ENGL 103				

Total Hours 18

Third Semester

BUSN 210	Business Law/Legal Environment	3	_____	_____
ECON 211	Principles of Economics (Macro)	3	_____	_____
MRKT 231	Retailing	3	_____	_____
BUSN 230	Desktop Publishing	3	_____	_____
PSYC 103	General Psychology	3	_____	_____
SPCH 208	Fundamentals Of Speech	3	_____	_____

Total Hours 18

Fourth Semester

ECON 212	Principles of Economics II (Micro)	3	_____	_____
MRKT 252	Advertising/Promotion	3	_____	_____
MRKT 272	Selling/Sales Management	3	_____	_____
MRKT 281	Consumer Behavior	3	_____	_____
BUSN 272	Career and Professional Development	3	_____	_____
BUSN 291	Internship	3	_____	_____

Total Hours 18

Program Total Hours 69

Advisor Signature _____ Date _____