

New River Community & Technical College  
 Associate of Science  
**General Business-Marketing (AS)**  
 2014-2015 Catalog

Student Name \_\_\_\_\_ Student ID # \_\_\_\_\_

		First Semester			
Course	Title	Credits	Grade	Qual. Pts.	
ACCT 101	Principles of Accounting I	3	_____	_____	
BUSN 130	Microsoft Word & 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 \_\_\_\_\_