

New River Community & Technical College
 Associate of Science
General Business-Marketing (AS)
 2012-2013 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 _____