

New River Community & Technical College
 Associate of Applied Science
Business: Marketing (AAS)
 2021-2022 Catalog

Student Name _____ Student ID # _____

| Course | Title | Credits | Grade | Qual. Pts. |
|-----------------|------------------------------------|---------|-------|------------|
| First Semester | | | | |
| ACCT 201 | Principles of Accounting I | 3 | _____ | _____ |
| BUSN 100 | Intro to Business | 3 | _____ | _____ |
| BUSN 130 | Microsoft Word & PowerPoint | 3 | _____ | _____ |
| ENGL 101 | Composition | 3 | _____ | _____ |
| MATH 109 | College Algebra (or) | 3 | _____ | _____ |
| BUSN 114 | Quantitative Business Analysis | | | |
| | Total Semester Hours | 15 | | |
| Second Semester | | | | |
| ACCT 202 | Principles of Accounting II | 3 | _____ | _____ |
| MRKT 210 | Principles of Marketing | 3 | _____ | _____ |
| ENGL 102 | Research | 3 | _____ | _____ |
| BUSN 232 | Business & Prof Communication | 3 | _____ | _____ |
| MGMT 210 | Principles of Management | 3 | _____ | _____ |
| | Total Semester Hours | 15 | | |
| Third Semester | | | | |
| ECON 211 | Principles of Economics I (Macro) | 3 | _____ | _____ |
| MRKT 231 | Retailing | 3 | _____ | _____ |
| BUSN 201 | Principles of Finance | 3 | _____ | _____ |
| BUSN 245 | Microsoft Excel | 3 | _____ | _____ |
| MRKT 252 | Advertising & Promotion | 3 | _____ | _____ |
| | Total Semester Hours | 15 | | |
| Fourth Semester | | | | |
| MRKT 272 | Selling Sales Mgmt | 3 | _____ | _____ |
| BUSN 210 | Business Law & Legal Environment | 3 | _____ | _____ |
| MRKT 275 | Inter. Comm & Cultural Awareness | 3 | _____ | _____ |
| MRKT 281 | Consumer Behavior | 3 | _____ | _____ |
| ECON 212 | Principles of Economics II (Micro) | 3 | _____ | _____ |
| | Total Semester Hours | 15 | | |
| | Total Degree Hours | 60 | | |

Advisor Signature _____ Date _____