

New River Community & Technical College  
 Associate of Applied Science  
**Business: Marketing (AAS)**  
 2023-2024 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 (Fall)	3	_____	_____
	Total Semester Hours	15		
Second Semester				
ACCT 202	Principles of Accounting II(Spring)	3	_____	_____
MRKT 210	Principles of Marketing (Spring)	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 (Fall)	3	_____	_____
BUSN 201	Principles of Finance (Fall)	3	_____	_____
BUSN 245	Microsoft Excel	3	_____	_____
MRKT 252	Advertising & Promotion (Fall)	3	_____	_____
	Total Semester Hours	15		
Fourth Semester				
MRKT 272	Selling Sales Mgmt (Spring)	3	_____	_____
BUSN 210	Business Law & Legal Environment	3	_____	_____
MRKT 275	Inter. Comm & Cultural Awareness(Spring)	3	_____	_____
MRKT 281	Consumer Behavior (Spring)	3	_____	_____
ECON 212	Principles of Economics II (Micro)(Spring)	3	_____	_____
	Total Semester Hours	15		
	Total Degree Hours	60		

Advisor Signature \_\_\_\_\_ Date \_\_\_\_\_