

COMMUNITY COLLEGE OF R.I. GENERAL BUSINESS A.S.		JOHNSON & WALES UNIVERSITY MARKETING B.S.	
General Education Requirements	Sem. Cr.		Qtr. Cr.
ENGL 1010 Composition I	3	ENG1020 English Composition	4.5
MATH 1000 level: any 1000 level MATH except MATH 1600 and MATH 1620	3	Math: One math course at the MATH1002 level or higher and MATH0010 Basic Mathematics exempt	4.5
MATH 1000 level: MATH 1550 Statistical Analysis (recommended)	3	MATH2001 Statistics	4.5
ECON 2030 Principles of Microeconomics	3	ECON1002 Microeconomics (Arts & Sciences elective)	4.5
ECON 2040 Principles of Macroeconomics	3	ECON1001 Macroeconomics	4.5
COMM 1100 Oral Communications I	3	ENG1030 Communication Skills	4.5
ENGL- Literature course (recommended for maximum transfer)	3	Arts & Humanities elective	4.5
*General Education Electives: Select <u>two</u> courses (6 credits) from the following: <ul style="list-style-type: none"> • Humanities (PHIL 2030 or PHIL2040 recommended) • Science • Social Sciences 	6	Credit will be earned for <u>two</u> of the following courses: <ul style="list-style-type: none"> • PHIL3040 Ethics of Business Leadership or • PHIL3020 Crisis & Controversy: A critical Thinking Approach • Science elective • Social Sciences elective 	9
Major Requirements			
ACCT 1010 Financial Accounting	4	ACCT1210 Financial Accounting	4.5
ACCT 1020 Managerial Accounting	4	ACCT1220 Managerial Accounting	4.5
BUSN 1010 Introduction to Business	3	Free Elective	4.5
BUSN 2050 Principles of Management	3	MGMT1001 Contemporary Business Management I	4.5
BUSN 2060 Principles of Marketing	3	MRKT1001 Principles of Marketing	4.5
Computer Studies: COMI 1420 Introduction to Spreadsheets and COMI 1422 Intermediate Spreadsheets	2	FIT1003 Introduction to Excel	2.25
LAWS 2050 Law of Contracts	3	Free elective	4.5
*Electives: Take 12 electives from any instructional program: (The following courses are recommended) ENGL2010 Composition II BUSN 2350 Human Resources Management BUSN1020 Marketing Communications Elective	12	ENG1021 Advanced Composition & Communication MGMT2001 Human Resource Management ADVC1010 Marketing Communications Free elective	18
Total semester credits	61	Total quarter credits	87.75

Students from **Community College of Rhode Island** with an in **A.S. degree in General Business** will be required to complete the following courses at Johnson & Wales University to receive their bachelor's degree in **Marketing**.

<u>Business Foundations</u>	
CAR0010 Career Capstone	1
FISV2000 Finance	4.5
LAW2001 The Legal Environment of Business I	4.5
<u>Degree Courses</u>	
MRKT1002 Consumer Behavior	4.5
MRKT2050 Marketing Research	4.5
MRKT3005 Brand Marketing	4.5
MRKT3045 Social Media Marketing or DME3050 Basics of Print Design	4.5
MRKT3050 Techniques in Sales Management	4.5
MRKT4030 International Marketing	4.5
MRKT4055 Strategic Marketing	4.5
<u>Arts & Sciences Core Experience</u>	
ILS2000 Integrative Learning-2000 level	4.5
ILS4000 Integrative Learning-4000 level	4.5
PHIL3040 Ethics of Business Leadership or PHIL3020 Crisis & Controversy: A Critical Thinking Approach (if equivalent not completed as General Education requirement)	4.5
Science: One SCI-designated course (if equivalent not completed as General Education requirement)	4.5
Social Sciences elective (if equivalent not completed as General Education requirement)	4.5
Arts & Sciences elective: 3000 level or higher	4.5
Eight (8) Free electives	36
Total quarter credits remaining	95.5