

ACADEMIC RHODE MAP BS MARKETING MAJOR



RHODE ISLAND COLLEGE

GENERAL EDUCATION: A complete listing of General Education courses can be found at the Office of Academic Support (OASIS) 401 456-8083 or online at <http://www.ric.edu/recordsoffice/Pages/College-Catalog.aspx> look at catalog for year you enrolled. For Gen Ed courses, aside from Second Language requirement, which varies depending on where you are placed, you need ONE course from each category. Second Language 101/102 options are: American Sign, Arabic, French, German, Italian, Japanese, Korean, Latin, Portuguese, or Spanish. For other ways to satisfy the second language requirement look under the Gen Ed. section of the catalog. Any courses marked (F) offered Fall only; (Sp) Spring only. All courses marked with an asterisk * have a prerequisite. For information about Math Placement exam visit: <http://www.ric.edu/orientation/Pages/Math-Placement.aspx>. Courses with (WID) are Writing in the Discipline courses and will be writing intensive.

Academic Major Checklist	Course	Academic Major Checklist	Course
MATH 177 Quantitative Business Analysis I*		MGT 322 Organizational Behavior* (WID)	
MATH 248 Business Statistics I*		MGT 341 Business, Government, and Society* (WID)	
ACCT 201 Principles of Accounting I: Financial*		MGT 348 Operations Management* (WID)	
ACCT 202 Principles of Accounting II: Managerial*		MKT 201 Introduction to Marketing* (WID)	
CIS 252 Introduction to Information Systems*		MKT 215 Marketing Creativity* (WID)	
ECON 214 Principles of Microeconomics*		MKT 333 Market Research*	
ECON 215 Principles of Macroeconomics*		MKT 334 Consumer Behavior* (WID)	
FIN 301 Financial Management*		MKT 462 Strategic Market Management* (WID)	
MGT 201 Foundations of Management* (WID)		TWO additional courses in Marketing at the 300 level*	
MGT 249 Business Statistics II*			

This map is a semester-by-semester plan to help you toward graduation in four years. Not everyone graduates in four years as it depends on how many courses you can take, and how you do in those courses. This map is not your only route; it is a suggestion. You might take additional courses over the summer (or early spring/winter) to catch up or get ahead if the courses you need are offered at these times. While many courses in your major will have prerequisites that will need you to take them in a special order, there is some flexibility in this map, but always double check you have the correct prerequisites for a course you plan to take.

The column to the left on the other side of this page suggests the ideal courses for you to take each semester. There are times when those courses may be full or unavailable the semester you plan to take them, in which case consider another course from a different semester with which you can switch. The column on the right has "Checkpoints" for each semester that show where you should be by the end of that semester. You should work from this map as you plan each semester's schedule, before checking in with your advisor. The Map is designed primarily for freshmen coming to college for the first time, but transfer students may also use the Rhode Map with the understanding that they have most likely completed several requirements through transfer of credit, and will be starting further into the program. Maps assume a Fall start.

GRADUATION REQUIREMENTS: The following requirements must be completed by undergraduate degree candidates at Rhode Island College in order to graduate:

- General Education program, including a second language requirement and RIC 100 or its equivalent
- College Math Competency (which is separate from the Gen Ed math requirement)
- College Writing Competency (satisfied by FYW with a minimum grade of C)
- Academic Major—see check chart above.
- A minimum of 120 credit hours, with a minimum of 45 credit hours taken at RIC. Of the 45 credit hours, a minimum of 15 credit hours must be in the major (12 of which must be at the 300- or 400-level).
- A minimum overall grade point average of 2.0
- A minimum grade point average of 2.0 in your major

Approved by Department Chair: Michael Casey Date 4/1/2016

Approved by Undergraduate Curriculum Committee: Date 4/1/2016

Revised: 6/1/2020

**ACADEMIC RHODE MAP
BS MARKETING MAJOR**



RHODE ISLAND COLLEGE

SEMESTER 1	CR	SEMESTER 1 CHECKPOINTS ✓
First Year Writing (FYW 100) or First Year Seminar (FYS 100)	4	<input type="checkbox"/> FYW 100P is 6 credits. To decide which FYW to take, see Directed Self-Placement test at www.ric.edu/firstyearwriting
RIC 100 Introduction to Rhode Island College	1	<input type="checkbox"/> Exempt if taking COLL 101, COLL 150, or HONR 150
Gen Ed Distribution course from one of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS).	4	
Gen Ed--Second Lang 101 (based on placement, a course higher than 101/102 may be taken). If language requirement satisfied: another Gen Ed Distribution course.	4	<input type="checkbox"/> Language placement test with Dept. of Modern Languages (optional) <input type="checkbox"/> Complete Second Lang 101 (if needed)
Gen Ed—MATH 177 Quantitative Business Analysis I*	4	<input type="checkbox"/> Prerequisite is Math competency/placement or MATH 120; MATH 177 satisfies Mathematics Gen Ed requirement
Requirements and GPA		<input type="checkbox"/> Aim for 16 earned credits (While 12 is fulltime, 16 credits are preferred to stay on track to graduate in 4 years) <input type="checkbox"/> Math competency completed <input type="checkbox"/> Minimum 2.0 GPA
# CREDITS EARNED	17	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 2	CR	SEMESTER 2 CHECKPOINTS ✓
FYW 100 or FYS 100	4	<input type="checkbox"/> Complete FYS and FYW, for FYW, grade C or better
ECON 214 Microeconomics*	3	<input type="checkbox"/> Prerequisite is Math competency completed
Gen Ed--Second Lang 102* (if needed), or another Gen Ed Distribution course in a needed category.	4	<input type="checkbox"/> Complete Second Lang 102* (if needed)
Gen Ed Distribution course from one of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS)	4	
Requirements and GPA		<input type="checkbox"/> Need a minimum of 30 earned credits <input type="checkbox"/> Minimum 2.0 GPA
# CREDITS EARNED	15	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb.

SEMESTER 3	CR	SEMESTER 3 CHECKPOINTS ✓
ECON 215 Macroeconomics*	3	<input type="checkbox"/> Prerequisite is Math competency completed
ACCT 201 Principles of Accounting I: Financial*	3	<input type="checkbox"/> Prerequisite 30 earned credits
CIS 252 Introduction to Information Systems	4	<input type="checkbox"/> Prerequisite 30 earned credits
MATH 248 Business Statistics I*	4	<input type="checkbox"/> Prerequisite is MATH 177 <input type="checkbox"/> Satisfies Advanced Quantitative/Scientific Reasoning (GE-AQSR)*
Gen Ed Distribution course from one of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS).	4	<input type="checkbox"/> Complete Natural Sciences Gen Ed
Requirements and GPA		<input type="checkbox"/> Need minimum of 45 earned credits, <input type="checkbox"/> Minimum of 2.0 GPA
# CREDITS EARNED	18	<input type="checkbox"/> Make appointment with advisor in Sept. to discuss your schedule for next semester, and discuss possible minor



SEMESTER 4	CR	SEMESTER 4 CHECKPOINTS ✓
ACCT 202 Principles of Accounting II: Managerial*	3	<input type="checkbox"/> Prereg. ACCT 201
Gen Ed Distribution course from one of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS)	4	<input type="checkbox"/> Choose a category you have not previously taken
MGT 201 Foundations of Management*(WID)	4	<input type="checkbox"/> Prereq. 45 earned credits (formerly MGT 301)
MKT 201 Introduction to Marketing*(WID)	4	<input type="checkbox"/> Prereq. 45 earned credits (formerly MKT 301)
Requirements and GPA		<input type="checkbox"/> Need minimum of 60 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	15	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb

SEMESTER 5	CR	SEMESTER 5 CHECKPOINTS ✓
MGT 348 Operations Management*(WID)	4	<input type="checkbox"/> Prereqs. are MGT 201 or MGT 301, and MATH 240 or MATH 248
MKT 215 Marketing Creativity*(WID)	4	<input type="checkbox"/> Prereq. is 30 earned credits
MGT 249 Business Statistics II*	4	<input type="checkbox"/> Prereq. MATH 240 or 248 <input type="checkbox"/> Satisfies Advanced Quantitative/Scientific Reasoning (GE-AQSR)
MGT 322 Organizational Behavior*(WID)	4	<input type="checkbox"/> Prereq. MGT 201 or 301
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 75 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 6	CR	SEMESTER 6 CHECKPOINTS ✓
Choose Connections course (GE-C)*	4	<input type="checkbox"/> Prereqs are 45 earned credits and FYW and FYS.
MKT 333 Market Research*	4	<input type="checkbox"/> Prereqs. are MKT 201 or 301, and MGT 249
MKT 334 Consumer Behavior* (WID)	4	<input type="checkbox"/> Prereq. MKT 201 or 301
FIN 301 Financial Management*	4	<input type="checkbox"/> Prereqs. ACCT 201 and MATH 177
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 90 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major <input type="checkbox"/> Apply for degree audit online through MyRIC
# CREDITS EARNED	16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb.



SEMESTER 7	CR	SEMESTER 7 CHECKPOINTS ✓
MGT 341 Business, Government, and Society* (WID)	4	<input type="checkbox"/> Prereq. is 60 earned credits
300 level MKT course*	4	<input type="checkbox"/> Varied prerequisites--check catalog (mostly MKT 201)
300 level MKT course* or elective	3-4	<input type="checkbox"/> Varied prerequisites--check catalog (mostly MKT 201)
Additional Gen Ed Distribution course or an elective	3-4	
Requirements and GPA		<input type="checkbox"/> All ten GE courses and second lang. req. completed <input type="checkbox"/> Aim for minimum of 105 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	14-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 8	CR	SEMESTER 8 CHECKPOINTS ✓
300 level MKT course* or elective	3-4	<input type="checkbox"/> Varied prerequisites--check catalog (mostly MKT 201)
MKT 462 Strategic Market Management* (WID)	4	Prereqs are MKT 201 or 301, and TWO from MKT 215, MKT 333, or MKT 334
Elective	3-4	
Elective	3-4	
Requirements and GPA		<input type="checkbox"/> Need minimum of 120 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	13-15	Attend Gradfest and Commencement

For more information, check the Management/Marketing Department website:

<http://www.ric.edu/managementMarketing/Pages/default.aspx>

NOTE: The total credit count for the Marketing major is 76 credits, although 8 of those may be offset against Gen Ed. courses (AQR, M), which leaves 32 more credits of Gen Ed. and possibly 9 more depending on secondary language needs and RIC 100. The minimum credit count will be 108 credits (without secondary language or RIC 100), which could leave 12 elective credits.