

ARTICULATION PLAN FOR MARKETING
SAU and Rich Mountain Community College (A.G.S. with specified electives)

Suggested Plan of Study

MARKETING
2010-2011 Catalog

Semester 1– RMCC		Semester 2– RMCC	
ENG 113, Comp I	3	ENG 123, Comp II	3
MATH 203, College Algebra (or above)	3	ECN 203, Economics I	3
CST 113 Intro to Computer	3	PSC 114, Physical Science	4
BIO 104 Biological Science & Lab	4	HIS 213 or 223, U.S. History I or II	3
PSY 203 General Psychology	3	ART 143, MUS 203, or DRA 203	3
	16		16
Semester 3 – RMCC		Semester 4– RMCC	
ACC 203, Prin of Acct I	3	ACC 213, Prin of Acct II	3
ENG 221, World Lit I	3	BUS 223, Business Law I	3
ECN 213, Economics II	3	BUS 263, Business Statistics	3
HIS 113 or 123, Western Civ I or II	3	ART 143, MUS 203, or DRA 203	3
SPC 203, Oral Communication	3	ENG 233, World Lit II or PHI 203, Philosophy	3
HPR 203, Health and Safety	3	Free Electives	2
	18		17
Fall - Semester 5 - SAU		Spring - Semester 6 - SAU	
FIN 2003, Personal Finance or ECON 1003, American Enterprise	3	MKTG 3103, MKTG 4053, MKTG 3983, or MKTG 4073	3
GBUS 3183, QA 2	3	MKTG 3103, MKTG 4053, MKTG 3983, or MKTG 4073	3
MGMT 3023, Org. Theory	3	MGMT 4063, POM	3
MGMT 3063, Man. Communications	3	FIN 3003, Fin Management	3
MKTG 3033, Prin. of Marketing	3	Elective	3
	15		15
Fall - Semester 7 – SAU		Spring - Semester 8 - SAU	
MKTG 3063, Consumer Behavior	3	MKTG 4103, Marketing Management	3
MKTG 4023, Marketing Research	3	MIS 4103, Managing Info & Tech	3
MKTG 4043 or MKTG 3983	3	MGMT 4093, Strategy & Policy	3
MGMT 4043, International Bus.	3	Marketing Elective	3
Marketing Elective	3		
	15		12

TOTAL = 124 hours