

## Academic Rhode Map for BS Marketing Major at 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 in the online catalog; 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. For information about Math Placement exam visit the orientation webpage. Any courses marked (F) offered Fall only; (Sp) Spring only. Courses with a “W” in the prefix are Writing in the Discipline (WID) courses and will be writing intensive. Courses with an asterisk\* have prerequisites.

Academic Major Checklist	Course	Academic Major Checklist	Course
MATH 177 Quantitative Business Analysis*		MGT 322 Organizational Behavior*	
MATH 248 Business Statistics I*		MGT 341W Business, Government, and Society* (WID)	
ACCT 201 Principles of Accounting I: Financial*		MGT 348 Operations Management*	
		MKT 201W Introduction to Marketing* (WID)	
ACCT 202 Principles of Accounting II: Managerial*		MKT 215 Marketing Creativity*	
CIS 252 Introduction to Information Systems*		MKT 333 Market Research*	
ECON 214 Principles of Microeconomics*		MKT 334 Consumer Behavior*	
ECON 215 Principles of Macroeconomics*		MKT 462W Strategic Market Management* (WID)	
FIN 301 Financial Management*		<b>TWO additional courses in Marketing at the 300 level*</b>	
MGT 201W Foundations of Management* (WID)			
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 you will need to take 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. Writing in the Discipline requirement is satisfied through major courses
- 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

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<b>SEMESTER 1</b>	<b>CR</b>	<b>SEMESTER 1 CHECKPOINTS</b>
First Year Writing (FYW 100) or First Year Seminar (FYS 100)	4	FYW 100P is a 6-credit option. There is a Directed Self-Placement questionnaire you can take to aid in this decision; check the RIC First Year Writing website
RIC 100 Introduction to Rhode Island College	1	Exempt if taking COLL 101, COLL 150, or HONR 150
Gen Ed Distribution course from <b>one</b> 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	Language placement test with Dept. of Modern Languages (optional). Complete Second Lang 101 (if needed)
Gen Ed—MATH 177 Quantitative Business Analysis*	4	Prerequisite is Math competency/placement or MATH 120; MATH 177 satisfies Mathematics Gen Ed requirement
Requirements and GPA		Aim for 16 earned credits (While 12 is fulltime, 16 credits are preferred to stay on track to graduate in 4 years). Math competency completed. Minimum 2.0 GPA
# CREDITS EARNED	17	Make appointment with advisor to discuss your schedule for next semester in Sept.

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

<b>SEMESTER 3</b>	<b>CR</b>	<b>SEMESTER 3 CHECKPOINTS</b>
ECON 215 Macroeconomics*	3	Prerequisite is Math competency completed
ACCT 201 Principles of Accounting I: Financial*	3	Prerequisite 30 earned credits
CIS 252 Introduction to Information Systems	4	Prerequisite 15 earned credits
MATH 248 Business Statistics I*	4	Prerequisite is MATH 177. Satisfies Advanced Quantitative/Scientific Reasoning (GE-AQSR)*
Gen Ed Distribution course from <b>one</b> of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS).	4	Complete Natural Sciences Gen Ed
Requirements and GPA		Need minimum of 45 earned credits, with minimum 2.0 GPA overall and in the major
# CREDITS EARNED	18	Make appointment with advisor in Sept. to discuss your schedule for next semester, and discuss possible minor

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<b>SEMESTER 4</b>	<b>CR</b>	<b>SEMESTER 4 CHECKPOINTS</b>
ACCT 202 Principles of Accounting II: Managerial*	3	Prereg. ACCT 201
Gen Ed Distribution course from <b>one</b> of these GE categories: Arts (A); Social and Behavioral Sciences (SB); History (H); Literature (L), or Natural Sciences (NS)	4	Choose a category you have not previously taken
MGT 201 Foundations of Management*(WID)	4	Prereq. 30 earned credits (formerly MGT 301)
MKT 201 Introduction to Marketing*(WID)	4	Prereq. 30 earned credits (formerly MKT 301)
Requirements and GPA		Need minimum of 60 earned credits, with minimum 2.0 GPA overall and in the major
# CREDITS EARNED	15	Make appointment with advisor to discuss your schedule for next semester in Feb

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

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

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

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

**For more information, check the Management and Marketing Department website:**

<https://www.ric.edu/department-directory/department-management-and-marketing>

**NOTE: The total credit count for the Marketing major is 76 credits, although 8 of those may be offset against Gen Ed. courses (AQSR, 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.**