

**2+2 TRANSFER ACADEMIC RHODEMAP  
BS, MARKETING  
FOR CCRI TRANSFERS**



**RHODE ISLAND COLLEGE**

<b>OPTIONS FOR COMPLETION OF RELATED MINORS</b>	
<b>Data Science:</b>	MATH 177 and 248 (unless completed at CCRI); 2 courses remaining: CIS 470, 472
<b>Communication</b>	COMM 208 and 240 (may have been completed at CCRI); 4 remaining COMM courses (choose at least 2 from the 300-level).

<b>SEMESTER 5</b>	CR	<b>SEMESTER 5 CHECKPOINTS ✓</b>
CIS 252 Introduction to Information Systems (pre-req: 30 credits)	4	<input type="checkbox"/> Minimum of 75 earned credits <input type="checkbox"/> Minimum of 2.0 GPA cumulative and in major and minor <input type="checkbox"/> Meet with advisor prior to registration to select courses for next semester
MGT 341 Business, Government & Society (pre-req: 60 credits)	3	
MGT 348 Operations Management (pre-req: MGT 201; MATH 240 or 248)	3	
MKT 215 Marketing Creativity (pre-req: 30 credits)	3	
MKT 334 Consumer Behavior (pre-req: MKT 201)	3	
<b># CREDITS EARNED:</b>	16	

<b>SEMESTER 6</b>	CR	<b>SEMESTER 6 CHECKPOINTS ✓</b>
Choose 1 Gen Ed Connections Course	4	<input type="checkbox"/> Minimum of 90 earned credits <input type="checkbox"/> Minimum of 2.0 GPA cumulative and in major and minor <input type="checkbox"/> Meet with advisor prior to registration to select courses for next semester <input type="checkbox"/> Apply for degree audit/graduation via your MyRIC account
FIN 301 Financial Management* (pre-reqs: ACCT 201, MATH 177) *Includes Bloomberg certification	4	
First of 3 needed: 300/400 level MKT course (various pre-reqs)	3	
Elective, or course towards a minor (for a total of 14 credits or add one additional for 18 credits)	3-4	
<b># CREDITS EARNED:</b>	14-18	

<b>SEMESTER 7</b>	CR	<b>SEMESTER 7 CHECKPOINTS ✓</b>
MKT 333 Market Research (pre-req: MKT 201, MGT 249)	3	<input type="checkbox"/> Minimum of 105 earned credits <input type="checkbox"/> Minimum of 2.0 GPA cumulative and in major and minor <input type="checkbox"/> Meet with advisor prior to registration to select courses for next semester <input type="checkbox"/> Apply for degree audit/graduation via your MyRIC account
MGT 322 Organizational Behavior (pre-req: MGT 201)	3	
MGT Seminar in Strategic Management (pre-req: MKT 201, MGT 248, FIN 301)	3	
Two 300/400 level MKT courses <b>OR</b>	6	
One 300/400 level MKT course PLUS 1 course towards minor or an elective		
<b># CREDITS EARNED:</b>	15	

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<b>SEMESTER 8</b>	<b>CR</b>	<b>SEMESTER 8 CHECKPOINTS ✓</b>
MKT 462 Strategic Marketing Management (pre-req: 2 from MKT 215, 333 334)	3	<input type="checkbox"/> Minimum of 120 earned credits <input type="checkbox"/> Minimum of 2.0 GPA cumulative and in major and minor <input type="checkbox"/> Apply for degree audit/graduation via your MyRIC account
MKT 467 Directed Internship (highly recommended)	3	
3 <sup>rd</sup> 300/400 level MKT course if needed, otherwise; course towards minor or elective	3	
2 additional courses: electives or course towards minor to reach 120 credits	6	
<b># CREDITS EARNED:</b>	15	<input type="checkbox"/> <b>Attend Grad Fest and Commencement</b>

This map is a plan to keep you on course to graduate in two more years (if FT). The semester "Checkpoints" show where you should be by the end of each semester. You and your faculty advisor will be able to work from this map as you plan each semester's schedule. This RhodeMap is designed specifically for CCRI transfers.

**GENERAL EDUCATION REQUIREMENTS:** A complete listing of General Education courses (core and distribution requirements) can be found at <http://ric.smartcatalogiq.com/en/2021-2022/Catalog/General-Education>. General Education Courses can be included in the major (except Connections).

**COLLEGE CATALOG:** (for more detailed prerequisite information and listing of economics courses): <https://www.ric.edu/department-directory/records-office/registration/college-catalog>

**ADVISING GUIDE FOR STUDENTS:** <https://www.ric.edu/documents/advising-guide-general-education>

**GOOD ACADEMIC STANDING POLICY:** <https://www.ric.edu/documents/good-academic-standing-policy>

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

- General Education requirements
- College Math Competency (which is separate from the Gen Ed math requirement)
- Academic Major
- A minimum of 120 credits, with a minimum of 45 taken at RIC with a minimum of 15 credits 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 cumulative grade point average of 2.0 in your major and minor