



**THREE RIVERS COMMUNITY COLLEGE  
PLAN OF STUDY FORM - 2003/2004**

**MARKETING - KB61**  
ASSOCIATE IN SCIENCE DEGREE  
CREDITS REQUIRED ☐ 63

NAME: \_\_\_\_\_  
First Last  
STUDENT ID# \_\_\_\_\_

Advanced Credits: \_\_\_\_\_ Name(s) of transfer college(s) \_\_\_\_\_  
Transfer Credits \_\_\_\_\_  
#CLEP/DANTES \_\_\_\_\_  
#Credit by Exam \_\_\_\_\_  
#APL Credits \_\_\_\_\_  
#Military Credits \_\_\_\_\_

# A combined maximum of 30 credits may be used to satisfy degree requirements  
Computer Literacy Requirement met by: \_\_\_\_\_

<i>Course ID</i>	<i>Title of Course</i>	<i>Credits</i>	<i>Semester Completed</i>	<i>To Be Completed</i>
ACC K111°	Financial Accounting I	4	_____	_____
ACC K112°	Financial Accounting II	4	_____	_____
ACC K231°	Managerial Accounting	4	_____	_____
BUS K111	Introduction to Business	3	_____	_____
ECO K111	Macroeconomics	3	_____	_____
ECO K112	Microeconomics	3	_____	_____
ENG K111°	College Composition	3	_____	_____
ENG K112°	Literature and Composition	3	_____	_____
ENG K129°	Desktop Publishing	3	_____	_____
ENG K225°	Writing in the Workplace	3	_____	_____
MGT K111	Principles of Management	3	_____	_____
MGT K113	Business Law I	3	_____	_____
MGT K114°	Business Law II	3	_____	_____
MRK K111	Principles of Marketing	3	_____	_____
<b>Select 3 Courses From the Following 5 Courses:</b>		9	_____	_____
MRK K112	Retailing Fundamentals			
MRK K113	Principles of Advertising			
MRK K114	Principles of Professional Selling			
MRK K118°	Public Relations			
MRK K119	Customer Service			
_____	Natural Sciences Elective (or HLT K111 Personal Health)	3	_____	_____
_____	Math Elective (MAT K106° or higher)	3	_____	_____
_____	Practicum° or Open Elective	3	_____	_____
<b>GRAND TOTAL</b>		<b>63</b>		

°Course has a prerequisite. Students should check course description.

**PLAN OF STUDY REVIEWED BY:**

\_\_\_\_\_  
Advisor Date

\_\_\_\_\_  
Student Date

**Graduation Audit Completed by:**

\_\_\_\_\_  
Signature Date

## **PLAN OF STUDY GUIDELINES**

The College reserves the right to modify this Plan of Study in subsequent academic years. Each student has the responsibility to insure that he/she completes all courses required for graduation, completes prerequisites for required courses, and completes all other requirements of the College as explained in the College Catalog.

### **ACADEMIC ADVISEMENT PROCESS**

Students are required to meet with their advisor early in their first semester of enrollment. It is the student's responsibility to seek out information concerning program requirements. This may be done with the help of their advisor, the Department Chairperson, the Program Coordinator, the Counseling staff, or individual faculty members. While each student is assigned to an Academic Advisor, ultimate responsibility for meeting program requirements lies with the individual student. Students are encouraged to initiate and maintain close contact with their Academic Advisor throughout their program enrollment. A Plan of Study Form signed by a student and academic advisor must be presented when registering for second semester courses.

### **PROGRAM REQUIREMENTS**

Students have the option of meeting the degree or certificate program requirements listed in the College Catalog under which they initially enrolled or the requirements as listed in the current catalog. [EXCEPTION]: Students who have a two-year or more lapse in enrollment must meet the program requirements in effect at the time of re-enrollment at the College or the requirements as listed in the current catalog.

### **COURSE PREREQUISITES**

All prerequisites to courses listed in the College catalog must be met by students prior to registration in those courses. If, however, students consider that they have the equivalent of a prerequisite listed for a given course, they may present evidence to the instructor, and may register for the course if written consent is filed by the instructor in the Registrar's Office.

### **COURSE SUBSTITUTION**

Any substitution of a course or courses for those listed as requirements for a degree or certificate must be approved by either the Department Chairperson or Academic Program Coordinator and submitted to the Registrar. Contact your advisor or the Director of Counseling for additional information.

### **GRADUATION REQUIREMENTS**

All students should schedule a graduation review with their Academic Advisor before registering for their final semester in a degree or certificate program. Eligible students must fill out a graduation application form and pay the appropriate fee by the date published in the academic calendar.

To be eligible for graduation with an Associate in Science, Arts or Applied Science degree or a Certificate from the College, the student must:

1. Fulfill all of the program course requirements in an approved program and have achieved at least a 2.0 cumulative grade point average.
  - a. In addition, Associate Degree candidates must complete a minimum of sixty credits in college level courses in an approved Plan of Study with no more than twelve credits carrying a "P" grade and complete a basic computer literacy requirement.
2. Successfully complete at least 50% of courses attempted. At least 25% of credits earned must have been completed at Three Rivers CC.
3. Fulfill all financial obligations to the institution.
4. Fulfill other requirements consistent with policies of the Board of Trustees which may apply.