Marketing facilitates the flow of goods and services from producers to consumers. In today's marketing driven society, organizations need college graduates with knowledge of marketing functions, including advertising, personal selling, wholesaling, retailing, and marketing research. A Cooperative Work Experience course allows students to gain valuable experience in a supervised setting. Graduates are equipped to assume entry-level positions and to pursue self-employment opportunities. Students are advised that there is an A.S. degree offered in the same discipline. The program articulates with SUNY Empire State College, Business, Management and Economics and Interdisciplinary Studies baccalaureate programs.

Curriculum Coordinator: Professor Howard A. Clampman

Marketing Management Curriculum (Pathways)
60 Credits required for A.A.S. Degree

Required Core

A. English Composition
   - ENG 10 Fundamentals of Composition and Rhetoric OR ENG 11 Composition and Rhetoric I (3 Credits)
   - ENG 12 Composition and Rhetoric II OR ENG 14 Written Composition and Prose Fiction OR ENG 15 Written Composition and Drama OR ENG 16 Written Composition and Poetry (3 Credits)

B. Mathematical and Quantitative Reasoning
   - MTH 21 Survey of Mathematics I OR MTH 23 Probability and Statistics (3 Credits)

C. Life and Physical Science
   - SCIENCE 2 AST 111, BIO 11, CHM 17, CHM 110, ENV 11, ESE 11, ESE 12, ESE 13, PHY 11 OR PHY 110 (3-4 Credits)

Flexible Core

A. World Cultures and Global Issues
   - HIS 10 History of the Modern World OR HIS 11 Introduction to the Modern World (3 Credits)
B. US Experience in its Diversity OR
D. Individual and Society
   - ECO 12 Macroeconomics OR ECO 11 Microeconomics (3 Credits)

Choose one course from Flexible Core A-E 3

SUBTOTAL 21-22

Required Areas of Study

- PEA OR HLT Physical Education OR Health Education 4 (2 Credits)

SUBTOTAL 2

Specialization Requirements

- ACC 111 Principles of Accounting I (4 Credits)
- BUS 10 Introduction to Business (3 Credits)
- BUS 111 2 Applications of Mathematics for Business (3 Credits)
- COMM 12 Voice and Diction: Business and Professional Speech (2 Credits)
- DAT 10 Computer Fundamental and Applications (3 Credits)
- LAW 41 Business Law (3 Credits)
- MKT 11 Principles of Marketing (3 Credits)
- MKT 18 Consumer Behavior OR MKT 47 E-Marketing (3 Credits)
- MKT 48 Marketing Management (3 Credits)
- MKT 41 Management of Retail Operations OR FIN 31 Principles of Finance (3 Credits)
- MKT 43 Principles of Advertising (3 Credits)
- CWE 31 5 Cooperative Work Experience (2 Credits)
- KEY 10 Keyboarding for Computers (1 Credit)
- LAB SCIENCE credit 2 (0-1 Credit)

SUBTOTAL 36-37

1 Students planning to transfer to a four-year college should take MTH 30 or 31.
2 Students may select either a 4-credit or a 3-credit science course. Students selecting a 3-credit course must also complete an additional 1-credit lab course to fulfill graduation requirements.
3 In an effort to provide students with a well-rounded liberal learning experience, students are encouraged to fulfill this requirement by selecting courses from Flexible Core Areas B, C or E as these areas are not already required by this program.
4 Students who have completed MTH 06 (or three years high school mathematics) and intend to transfer to a four-year college may take BUS 41 instead of BUS 111.
5 CWE 31 is a two (2) credit course. A student should enroll in CWE one year before graduating or when starting the third semester. See the CWE advisor in Loew Hall, Career Services, during the second semester. Students who are employed full-time are not required to complete CWE. A waiver must be obtained from the Department Chairperson by submitting documentation of current full-time employment. After a written waiver of CWE is obtained, the student must substitute the required CWE credits with any course(s) offered by the Business and Information Systems Department. College Work-Study assignments within CUNY may not be used as substitutes for the CWE internship.