

PATHWAYS

Business Administration (A.S. Degree)

Marketing Management Option

FALL 2017-SPRING 2018

REMEDIAL SEQUENCE (if required)

ESL 1 (8) ▶▶ ESL 2 (6) ▶▶ ESL 3 (6) ▶▶ ENG 9 (4)

ENG 1 (4) ▶▶ ENG 2 (4)

RDL 1 (4) ▶▶ RDL 2 (6)

MTH 1 (4) ▶▶ MTH 5 (6) ▶▶ MTH 06 (6)

CHM 2 (4)

GRADUATION REQUIREMENTS

CAT-R CAT-W CAT-M GPA ≥ 2.0

Writing Intensive 1 Writing Intensive 2

REQUIRED FRESHMAN SEMINAR

FYS 11

¹In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH 30 or MTH 31 to fulfill Required Core B. The program has been given a waiver to require its students to take MTH 30 or MTH 31 to fulfill Required Area B. If students transferring into this program complete a different course in this area, they will be certified as having completed the Common Core, but it may not be possible for them to finish their degree within the regular number (60) of credits.

²Students may select either a 4-credit STEM Variant science course or a 3-credit science course to fulfill Required Core C. Students selecting a 3-credit course must also complete an additional 1-credit lab course to fulfill graduation requirements.

³In an effort to select courses which can be accepted as transfer credits at Senior Colleges and give students the breadth of knowledge required nationally of Business Majors, students are strongly recommended to complete HIS 10 or HIS 11 and/or COMM 34 to fulfill Flexible Core A; ECO 12 fulfill Flexible Core B; and COMM 11 and/or ECO 11 to fulfill Flexible Core D.

Notes:

- Students are encouraged to begin Transfer Planning early in their Academic careers. Please visit the Transfer Planning web site for the timeline as well as the information on Articulation and transfer: <http://www.bcc.cuny.edu/TransferCounseling/>
- Students interested in transferring to Lehman College, SUNY Maritime, SUNY Potsdam, and Baruch College should visit the articulation agreement section of the Transfer Planning web site for recommended courses at <http://www.bcc.cuny.edu/TransferCounseling/articulation.html>.

⁴Students must take FYS 11 prior to earning 24 degree or equated credits. Students who have earned 24 or more degree or equated credits are permitted to use the one credit as a free elective. It is highly recommended that students take FYS 11 in their first or second semester. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC or another college and transfer into this program.

⁵Students transferring into the program with 24 or more degree or equated credits will be required to complete only 60 credits to graduate.

REQUIRED COMMON CORE (Course list at: <http://www.bcc.cuny.edu/pathways/?p=Required-Common-Core>)

<input type="checkbox"/> A	English Composition ENG 110 OR ENG 111; AND ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116	6
<input type="checkbox"/> B	Mathematical and Quantitative Reasoning¹ MTH 30 Pre-Calculus Mathematics OR MTH 31 Analytic Geometry & Calculus I	4
<input type="checkbox"/> C	Life and Physical Sciences²	3-4
Subtotal:		13-14

FLEXIBLE COMMON CORE (Course list at: <http://www.bcc.cuny.edu/pathways/?p=Flexible-Common-Core>)

Students can complete no more than two courses from any one discipline or interdisciplinary field.		
<input type="checkbox"/> A	World Cultures and Global Issues³	3
<input type="checkbox"/> B	US Experience in its Diversity³	3
<input type="checkbox"/> C	Creative Expression	3
<input type="checkbox"/> D	Individual and Society³	3
<input type="checkbox"/> E	Scientific World	3
<input type="checkbox"/> A-E	Select an additional course from Flexible Core A-E	3
Subtotal:		18

MAJOR REQUIREMENTS

<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> BUS 41	Business Statistics	3
<input type="checkbox"/> BUS 51	Principles of Management	3
<input type="checkbox"/> DAT 10	Computer Fundamental and Applications	3
<input type="checkbox"/> FYS 11	First Year Seminar ⁴	0-1
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> LAB	Lab science credit ²	0-1

Marketing Management Option Requirements

<input type="checkbox"/> MKT 11	Principles of Marketing	3
<input type="checkbox"/> MKT 18 OR <input type="checkbox"/> MKT 47	Consumer Behavior OR E-Marketing	3
<input type="checkbox"/> MKT 41 OR <input type="checkbox"/> MKT 43	Management of Retail Operations OR Principles of Advertising	3
<input type="checkbox"/> MKT 48	Marketing Management	3
Subtotal:		28-30
TOTAL:		60-61⁵