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

1 In 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.

2 Students 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.

3 In 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/Transfer Counseling/articulation.html.

4 Students 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.

5 Students 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)

☐ A  English Composition
   ENG 110 OR ENG 111: AND ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116  6
☐ B  Mathematical and Quantitative Reasoning1
   MTH 30 Pre-Calculus Mathematics OR MTH 31 Analytic Geometry & Calculus I  4
☐ C  Life and Physical Sciences2

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.

☐ A World Cultures and Global Issues3  3
☐ B US Experience in Its Diversity3  3
☐ C Creative Expression  3
☐ D Individual and Society3  3
☐ E Scientific World  3

A-E Select an additional course from Flexible Core A-E  3

Subtotal:  18

MAJOR REQUIREMENTS

☐ ACC 111  Principles of Accounting I  4
☐ BUS 41  Business Statistics  3
☐ BUS 51  Principles of Management  3
☐ DAT 10  Computer Fundamental and Applications  3
☐ FYS 11  First Year Seminar4  0-1
☐ LAW 41  Business Law  3
☐ LAB  Lab science credit2  0-1

Marketing Management Option Requirements

☐ MKT 11  Principles of Marketing  3
☐ MKT 18 OR  Consumer Behavior OR  3
☐ MKT 47  E-Marketing  3
☐ MKT 41 OR  Management of Retail Operations OR  3
☐ MKT 43  Principles of Advertising  3
☐ MKT 48  Marketing Management  3

Subtotal:  28-30

TOTAL:  60-618

This document is for advisement purposes only and does not represent an official listing of degree requirements; please consult the college catalog, as well as DegreeWorks via the CUNY Portal.
(Reviewed/Revised 3/21/17)