

PATHWAYS

Business Administration (A.S. Degree)

Marketing Management Option

FALL 2015-SPRING 2016

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

FRESHMEN SEMINAR

FYS 11 / OCD 1

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>.

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

<input type="checkbox"/> A	English Composition ENG 10 OR ENG 11; AND ENG 12, ENG 14, ENG 15, OR ENG 16	6
<input type="checkbox"/> B	Mathematical and Quantitative Reasoning ¹ MTH 30 Pre-Calculus Mathematics OR MTH 31 Analytic Geometry & Calculus I	4
<input type="checkbox"/> C	Life and Physical Sciences ²	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 Issues ³	3
<input type="checkbox"/> B	US Experience in its Diversity ³	3
<input type="checkbox"/> C	Creative Expression	3
<input type="checkbox"/> D	Individual and Society ³	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

SPECIALIZATION REQUIREMENTS

<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> BUS 41	Business Statistics	3
<input type="checkbox"/> BUS 51	Business Organization and Management	3
<input type="checkbox"/> DAT 10	Computer Fundamental and Applications	3
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> LAB	Lab science credit ²	0-1
Subtotal:		16-17

MARKETING MANAGEMENT OPTION

<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:		12
TOTAL:		60