

PATHWAYS

Marketing Management (A.A.S. Degree)

FALL 2018-SPRING 2019

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)

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 Students planning to transfer to a four-year college should take MTH 30 or 31. The prerequisite for MTH 30 is MTH 6.

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 Select two credits in Physical Education or one course in Health Education.

⁵ 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.

⁶ 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.

⁷ 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.

⁸ 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

<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 Reasoning ¹ MTH 21 Survey of Mathematics I OR MTH 23 Probability and Statistics	3
<input type="checkbox"/> C	Life and Physical Sciences ² AST 111, BIO 11, CHM 110, CHM 17, ENV 11, ESE 11, ESE 12, ESE 13, PHY 110 OR PHY 11	3-4
Subtotal:		12-13

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

<input type="checkbox"/> A	World Cultures and Global Issues HIS 10 History of the Modern World OR HIS 11 Introduction to the Modern World	3
<input type="checkbox"/> B	ECO 12 Macroeconomics OR	3
<input type="checkbox"/> D	ECO 11 Microeconomics	3
<input type="checkbox"/>	Select an additional course from Flexible Core A-E ³	3
Subtotal:		9

MAJOR REQUIREMENTS

<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> BUS 10	Introduction to Business	3
<input type="checkbox"/> BUS 111	Applications of Mathematics for Business ⁵	3
<input type="checkbox"/> COMM 12	Voice and Diction: Business and Professional Speech	2
<input type="checkbox"/> CWE 31	Cooperative Work Experience ⁶	2
<input type="checkbox"/> DAT 10	Computer Fundamentals and Applications	3
<input type="checkbox"/> FYS 11	First Year Seminar ⁷	0-1
<input type="checkbox"/> KEY 10	Keyboarding for Computers	1
<input type="checkbox"/> LAB	Lab Science Credit ²	0-1
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> MKT 11	Principles of Marketing	3
<input type="checkbox"/> MKT 18 OR	Consumer Behavior OR	3
<input type="checkbox"/> MKT 47	E-Marketing	3
<input type="checkbox"/> MKT 48	Marketing Management	3
<input type="checkbox"/> MKT 41 OR	Management of Retail Operations OR	3
<input type="checkbox"/> FIN 31	Principles of Finance	3
<input type="checkbox"/> MKT 43	Principles of Advertising	3
<input type="checkbox"/> PEA OR HLT	Physical Education OR Health Education ⁴	2
Subtotal:		38-40
TOTAL :		60-61⁸