

## Business Administration (A.S. Degree) Marketing Management Option

### REMEDIAL SEQUENCE (if required)

<input type="checkbox"/> ESL 1 (8) ▶▶	<input type="checkbox"/> ESL 2 (6) ▶▶	<input type="checkbox"/> ESL 3 (6) ▶▶	<input type="checkbox"/> ENG 9 (4)
<input type="checkbox"/> ENG 1 (4) ▶▶	<input type="checkbox"/> ENG 2 (4)		
<input type="checkbox"/> RDL 1 (4) ▶▶	<input type="checkbox"/> RDL 2 (6)		
<input type="checkbox"/> MTH 1 (4) ▶▶	<input type="checkbox"/> MTH 5 (6) ▶▶	<input type="checkbox"/> MTH 6 (6)	
<input type="checkbox"/> CHM 2 (4)			

### GRADUATION REQUIREMENTS

<input type="checkbox"/> CAT-R	<input type="checkbox"/> CAT-W	<input type="checkbox"/> CAT-M	<input type="checkbox"/> GPA ≥ 2.0
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<input type="checkbox"/> Writing Intensive I	<input type="checkbox"/> Writing Intensive II
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### REQUIRED FRESHMAN SEMINAR

<input type="checkbox"/> FYS 11 <sup>3</sup>	1
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### PATHWAYS REQUIRED CORE (course list available online)

<input type="checkbox"/> <input type="checkbox"/> A	English Composition – ENG 110/111 and ENG 112/113/114/115/116	6
<input type="checkbox"/> B	Mathematical and Quantitative Reasoning – MTH 30/31	4
<input type="checkbox"/> C	Life and Physical Sciences	4

### PATHWAYS FLEXIBLE CORE<sup>2</sup> (course list available online)

<input type="checkbox"/> A	World Cultures and Global Issues	3
<input type="checkbox"/> B	US Experience in its Diversity	3
<input type="checkbox"/> C	Creative Expression-	3
<input type="checkbox"/> D	Individual and Society <sup>3</sup>	3
<input type="checkbox"/> E	Scientific World	3-4
<input type="checkbox"/> A-E	Additional Flex. Core	3-4

Pathways Total: 32-34

<sup>1</sup>In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH30 or MTH 31 to fulfill Required Core B.

<sup>2</sup>Students must complete six Flexible Core courses, one from each of the five (A-E) Flexible Core areas and an additional course from any of the Flexible Core areas.

<sup>3</sup>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.

<sup>3</sup>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.

<sup>4</sup>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.

## RECOMMENDED 2-YEAR ACADEMIC PLAN

### SEMESTER I Freshman

		Credits
<input type="checkbox"/> ENG 110 OR ENG 111	Fundamentals of Composition and Rhetoric OR Composition and Rhetoric I (Required Core A)	3
<input type="checkbox"/> MTH 30 <sup>1</sup> OR MTH 31 <sup>1</sup>	Pre-Calculus Mathematics OR Analytic Geometry & Calculus I (Required Core B) <sup>1</sup>	4
<input type="checkbox"/> FLEX CORE A-E <sup>2</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<input type="checkbox"/> MKT 11	Principles of Marketing	3
<input type="checkbox"/> DAT 10	Computer Fundamentals and Applications	3
<input type="checkbox"/> FYS 11 <sup>3</sup>	First Year Seminar <sup>3</sup>	0-1
<b>Subtotal:</b>		<b>16-17</b>

### SEMESTER II Freshman

<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> MKT 18 OR MKT 47	Consumer Behavior OR E-Marketing	3
<input type="checkbox"/> ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116	Composition and Rhetoric II OR Writing About Literature OR Written Composition and Prose Fiction OR Written Composition and Drama OR Written Composition and Poetry (Required Core A)	3
<input type="checkbox"/> FLEX CORE A-E <sup>2</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<input type="checkbox"/> FLEX CORE A-E <sup>2</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<b>Subtotal:</b>		<b>16</b>

### SEMESTER III Sophomore

<input type="checkbox"/> FLEX CORE A-E <sup>2</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<input type="checkbox"/> FLEX CORE A-E <sup>2</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<input type="checkbox"/> BUS 51	Principles of Management	3
<input type="checkbox"/> BUS 41	Business Statistics	3
<input type="checkbox"/> MKT 41 OR MKT 43	Management of Retail Operations OR Principles of Advertising	3
<b>Subtotal:</b>		<b>15</b>

### SEMESTER IV Sophomore

<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> MKT 48	Marketing Management	3
<input type="checkbox"/> Life and Physical Science <sup>4</sup>	AST 111, BIO 11, CHM 111, CHM 17, ENV 11 ESE 11, ESE 12, ESE 13, PHY 110 or PHY 11(Required Core C) <sup>4</sup>	4
<input type="checkbox"/> Additional FLEX. CORE A-E	Select <b>ONE</b> course from any Flexible Core A-E <sup>2</sup>	3
<b>Subtotal:</b>		<b>13</b>

**TOTAL: 60-61**