PATHWAYS
Marketing (A.A.S. Degree)
FALL 2020-SPRING 2021

REMEDIAL SEQUENCE (if required)

☐ ESL 1 (8) ▸▸	☐ ESL 2 (6) ▸▸	☐ ESL 3 (6) ▸▸	☐ ENG 9 (4)

☐ ENG 1[1] (4) ▸▸	☐ ENG 2 (4)

☐ RDL 1[1] (4) ▸▸	☐ RDL 2 (6)

☐ MTH 1 (4) ▸▸	☐ MTH 5[3] (6)

☐ CHM 2 (4)

GRADUATION REQUIREMENTS

☐ GPA ≥ 2.0	☐ Writing Intensive 1	☐ Writing Intensive 2

FRESHMAN SEMINAR

☐ FYS 11[10]

[1]Students with prior ENG 1/RDL 1 placements (or English Proficiency Index < 50) will now take ENG 4 or RDL 4. Passing ENG 4 or RDL 4 will allow them to register for ENG 110.

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

[3]Students with prior MTH 5 placement (or Math Proficiency Index of 40 to 59) may now take MTH 20. Passing MTH 20 is equivalent to MTH 23.

[4]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.

[5]Reserved for students who have English remedial need and enroll in ENG 2, RDL 2, or ENG 110 as a corequisite.

[6]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.

[7]Students must take BUS 110, as BUS 10 is no longer offered.

[8]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.

[9]CWE 31 is a two (2) credit course. Students should enroll in CWE 31 one year before graduating or when they have completed 30 credits towards their degree. Students should see the CWE 31 Coordinator in the Department of Business and Information Systems, during their second semester. Students who are employed full-time are not required to complete the internship portion of CWE 31, provided their employer agrees to participate in course-related surveys. Permission must be obtained from the CWE 31 Coordinator or Department Chairperson by submitting documentation of current full-time employment College. Work-Study assignments within CUNY may not be used as substitutes for the CWE internship.

[10]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.

[11]Students transferring into the program with 24 or more degree or equated credits will be exempt from FYS 11 and only required to complete 60 credits to graduate.

REQUIRED COMMON CORE

☐ A	**English Composition** ENG 110[1] **OR** ENG 111, **AND** ENG 112 **OR** ENG 113 **OR** ENG 114 **OR** ENG 115 **OR** ENG 116	6
☐ B	**Mathematical and Quantitative Reasoning[2]** MTH 21 Survey of Mathematics I **OR** MTH 23[3] Probability and Statistics	3
☐ C	**Life and Physical Sciences[4]** 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)

☐ A **World Cultures and Global Issues** HIS 10 History of the Modern World **OR** HIS 11[5] Introduction to the Modern World	3
☐ **B -** ECO 12 Macroeconomics **OR** ☐ **D -** ECO 11 Microeconomics	3
☐ **Select an additional course from Flexible Core A-E[6]**	3
Subtotal:	**9**

MAJOR REQUIREMENTS (See Degree map at: http://www.bcc.cuny.edu/academics/academic-advising/degree-maps/ for semester-by-semester sequence)

☐ ACC 111	Principles of Accounting I	4
☐ BUS 107[7] OR BUS 110	Introduction to Business[7] **OR** Introduction to Business Fundamentals	3
☐ BUS 111[8]	Applications of Mathematics for Business[8]	3
☐ COMM 12	Voice and Diction: Business and Professional Speech	2
☐ CWE 31[9]	Cooperative Work Experience[9]	2
☐ DAT 10	Computer Fundamentals and Applications	3
☐ DAT 36	Microcomputer Spreadsheet Applications	3
☐ FIN 31	Principles of Finance	3
☐ FYS 11[10]	First Year Seminar[10]	0-1
☐ LAB[4]	Lab Science Credit[4]	0-1
☐ LAW 41	Business Law	3
☐ MKT 11	Principles of Marketing	3
☐ MKT 18 **OR** ☐ MKT 47	Consumer Behavior **OR** E-Marketing	3
☐ MKT 43	Principles of Advertising	3
☐ MKT 48	Marketing Management	3
	Subtotal:	**38-40**
	TOTAL :	**60-61[11]**