

PATHWAYS

Business Administration (A.S. Degree)

Marketing Option

FALL 2020-SPRING 2021

REMEDIAL SEQUENCE (if required)

ESL 1 (8) ▶▶ ESL 2 (6) ▶▶ ESL 3 (6) ▶▶ ENG 9 (4)

ENG 1¹ (4) ▶▶ ENG 2 (4)

RDL 1¹ (4) ▶▶ RDL 2 (6)

MTH 1 (4) ▶▶ MTH 5 (6) ▶▶ MTH 06 (6)

CHM 2 (4)

GRADUATION REQUIREMENTS

GPA ≥ 2.0 Writing Intensive 1 Writing Intensive 2

FRESHMAN SEMINAR

FYS 11

¹Students 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.

²In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH 30 or MTH 31 to fulfill Required Core B.

³Students 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.

⁴In 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.

⁵Students 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.

⁶Students 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.

Note:

- 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.

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

| | | |
|----------------------------|--|--------------|
| <input type="checkbox"/> 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 |
| <input type="checkbox"/> B | Mathematical and Quantitative Reasoning ² MTH 30 Pre-Calculus Mathematics OR MTH 31 Analytic Geometry & Calculus I | 4 |
| <input type="checkbox"/> C | Life and Physical Sciences ³ | 3-4 |
| Subtotal: | | 13-14 |

FLEXIBLE COMMON CORE⁴ (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 ⁴ | 3 |
| <input type="checkbox"/> B | US Experience in its Diversity ⁴ | 3 |
| <input type="checkbox"/> C | Creative Expression | 3 |
| <input type="checkbox"/> D | Individual and Society ⁴ | 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 |

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

| | | |
|--|--|-----|
| <input type="checkbox"/> ACC 111 | Principles of Accounting I | 4 |
| <input type="checkbox"/> BUS 41 | Business Statistics | 3 |
| <input type="checkbox"/> BUS 51 | Principles of Management | 3 |
| <input type="checkbox"/> DAT 10 | Computer Fundamentals and Applications | 3 |
| <input type="checkbox"/> FYS 11 ⁵ | First Year Seminar ⁵ | 0-1 |
| <input type="checkbox"/> LAW 41 | Business Law | 3 |
| <input type="checkbox"/> LAB ³ | Lab science credit ³ | 0-1 |

Marketing Option Requirements

| | | |
|---|-------------------------------------|--------------------------|
| <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 43 | Principles of Advertising | 3 |
| <input type="checkbox"/> MKT 48 | Marketing Management | 3 |
| Subtotal: | | 28-30 |
| TOTAL: | | 60-61⁶ |