

Marketing (A.A.S. Degree)

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

GRADUATION REQUIREMENTS

<input type="checkbox"/> GPA ≥ 2.0	<input type="checkbox"/> Writing Intensive 1	<input type="checkbox"/> Writing Intensive 2
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FRESHMAN SEMINAR

<input type="checkbox"/> FYS 11 ⁴	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 ⁵	Mathematical and Quantitative Reasoning MTH 21/23	3
<input type="checkbox"/> C ⁷	Life and Physical Sciences AST 111 + 101, BIO 11, CHM 11, CHM 17, ENV 11, ESE 11, ESE 12, ESE 13, PHY 110 OR PHY 11	4

PATHWAYS FLEXIBLE CORE (course list available online)

<input type="checkbox"/> A	World Cultures and Global Issues HIS 10/11 ⁶	3
<input type="checkbox"/> B	US Experience In Its Diversity ECO 12 OR	3
<input type="checkbox"/> D	Individual and Society ECO 11	3
<input type="checkbox"/> A-E ⁹	Select one from Flexible Core A through E	3

Pathways Total: 21-22

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.

²Students must take BUS 110, as BUS 10 is no longer offered.

³Students 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.

⁴Students must take FYS 11 prior to earning 24 degree or equated credits. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC or as a transfer student

⁵Students planning to transfer to a four-year college should take MTH 30 or 31. The prerequisite for MTH 30 is MTH 6. 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.

⁶Reserved for students who have English remedial need and enroll in ENG 2, RDL 2, or ENG 110 as a corequisite.

⁷Students 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.

⁸ 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.

⁹In 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.

¹⁰Students 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.

RECOMMENDED 2-YEAR ACADEMIC PLAN

SEMESTER I Freshman

		Credits
<input type="checkbox"/> ENG 110 ¹ OR ENG 111	Fundamentals of Composition and Rhetoric OR Composition and Rhetoric I (Required Core A)	3
<input type="checkbox"/> BUS 10 ² OR BUS 110	Introduction to Business ² OR Introduction to Business Fundamentals	3
<input type="checkbox"/> ECO 11 OR ECO 12	Microeconomics (Flexible Core D) OR Macroeconomics (Flexible Core B)	3
<input type="checkbox"/> BUS 111 ³	Applications of Mathematics for Business ³	3
<input type="checkbox"/> MKT 11	Principles of Marketing	3
<input type="checkbox"/> FYS 11 ⁴	First Year Seminar ⁴	0-1
Subtotal:		15-16

SEMESTER II Freshman

<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"/> DAT 10	Computer Fundamentals & Applications	3
<input type="checkbox"/> MKT 43	Principles of Advertising	3
<input type="checkbox"/> COMM 12	Voice & Diction: Business & Professional Speech	2
<input type="checkbox"/> MTH 21 OR MTH 23 ⁵	Survey of Mathematics OR Probability and Quantitative Reasoning ⁵ (Required Core B)	3
Subtotal:		14

SEMESTER III Sophomore

<input type="checkbox"/> MKT 18 OR MKT 47	Consumer Behavior OR E-Marketing	3
<input type="checkbox"/> HIS 10 OR HIS 11 ⁶	History of the Modern World OR Introduction to the Modern World ⁶	3
<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> Life and Physical Sciences ⁷	AST 111, BIO 11, CHM 110, CHM 17, ENV 11, ESE 11, ESE 12, ESE 13, PHY 110 OR PHY 11 (Required Core C)	3-4
<input type="checkbox"/> Lab ⁷	Lab Science Class ⁷	0-1
<input type="checkbox"/> CWE 31 ⁸	Cooperative Work Experience ⁸	2
Subtotal:		16

SEMESTER IV Sophomore

<input type="checkbox"/> MKT 48	Marketing Management	3
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> FIN 31	Principle of Finance	3
<input type="checkbox"/> DAT 36	Microcomputer Spreadsheet Applications	3
<input type="checkbox"/> Flexible Core A-E ⁹	Select an additional course in Flexible Core Areas A-E ⁹	3
Subtotal:		15

TOTAL¹⁰: 60-61