## Marketing (A.A.S. Degree)

### 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)
- CHM 2 (4)

### GRADUATION REQUIREMENTS
- GPA ≥ 2.0
- Writing Intensive 1
- Writing Intensive 2

### FRESHMAN SEMINAR
- FYS 11 (4)  
- Writing Intensive 2

### PATHWAYS REQUIRED CORE (course list available online)
- **A**  
  - English Composition ENG 110/111 AND ENG 112/113/114/115/116  
  - Mathematical and Quantitative Reasoning MTH 21/23  
  - 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

### PATHWAYS FLEXIBLE CORE (course list available online)
- **A**  
  - World Cultures and Global Issues HIS 10/11
- **B**  
  - US Experience In Its Diversity ECO 12 OR Individual and Society ECO 11
- **D**  
  - Select one from Flexible Core A through E

### Pathways Total: 21-22

### RECOMMENDED 2-YEAR ACADEMIC PLAN

#### SEMESTER I Freshman
- **ENG 110** OR **ENG 111**  
  - Fundamentals of Composition and Rhetoric OR Composition and Rhetoric I (Required Core A)
- **BUS 10** OR **BUS 110**  
  - Introduction to Business OR Introduction to Business Fundamentals
- **ECO 11** OR **ECO 12**  
  - Microeconomics (Flexible Core D) OR Macroeconomics (Flexible Core B)
- **BUS 111**  
  - Applications of Mathematics for Business
- **MKT 11**  
  - Principles of Marketing
- **FYS 11 (4)**  
  - First Year Seminar

#### Subtotal: 15-16

#### SEMESTER II Freshman
- **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)
- **DAT 10**  
  - Computer Fundamentals & Applications
- **MKT 43**  
  - Principles of Advertising
- **COMM 12**  
  - Voice & Diction: Business & Professional Speech
- **MTH 21** OR **MTH 23**  
  - Survey of Mathematics OR Probability and Quantitative Reasoning (Required Core B)

#### Subtotal: 14

#### SEMESTER III Sophomore
- **MKT 18** OR **MKT 47**  
  - Consumer Behavior OR E-Marketing
- **HIS 10** OR **HIS 11**  
  - History of the Modern World OR Introduction to the Modern World
- **ACC 111**  
  - Principles of Accounting
- **AST 111, BIO 11, CHM 110, CHM 17, ENV 11, ESE 11, ESE 12, ESE 13, PHY 110 OR PHY 11 (Required Core C)**
- **Lab**  
  - Lab Science Class
- **CWE 31**  
  - Cooperative Work Experience

#### Subtotal: 16

#### SEMESTER IV Sophomore
- **MKT 48**  
  - Marketing Management
- **LAW 41**  
  - Business Law
- **FIN 31**  
  - Principle of Finance
- **DAT 36**  
  - Microcomputer Spreadsheet Applications
- **Flexible Core A-E**  
  - Select an additional course in Flexible Core Areas A-E

#### Subtotal: 15

#### TOTAL: 60-61

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*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.

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

*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.

*Students 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.

*Students 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.

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

*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.

*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.

*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.

*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.