

PATHWAYS

Business Administration (A.S. Degree)

Marketing Option

FALL 2021-SPRING 2022

REMEDIAL SEQUENCE (if required)

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

ENG 1¹ (4) ▶▶ ENG 2¹ (4)

RDL 1¹ (4) ▶▶ RDL 2¹ (6)

MTH 1 (4) ▶▶ MTH 5 (6) ▶▶ MTH 06² (6)

CHM 2 (4)

GRADUATION REQUIREMENTS

GPA ≥ 2.0 Writing Intensive 1 Writing Intensive 2

FRESHMAN SEMINAR

FYS 11⁵

¹ENG 1/ENG 2 & RDL 1/RDL 2 are no longer available. Students with ENG/RDL remedial needs will now enroll in corequisite courses ENG 100 (English Proficiency Index < 50), or ENG 110 (English Proficiency Index = 50-64).

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. Prerequisite for MTH 30 is MTH 6.

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 [Transfer Services – Bronx Community College \(cuny.edu\)](http://www.cuny.edu/transfer-services/).

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

<input type="checkbox"/> A <input type="checkbox"/> A	English Composition ENG 100 ¹ OR 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 Reasoning² MTH 30 Pre-Calculus Mathematics OR MTH 31 Analytic Geometry & Calculus I	4
<input type="checkbox"/> C	Life and Physical Sciences³	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 Issues⁴	3
<input type="checkbox"/> B	US Experience in its Diversity⁴	3
<input type="checkbox"/> C	Creative Expression	3
<input type="checkbox"/> D	Individual and Society⁴	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