

## Business Administration (A.S. Degree) Marketing Option

### REMEDIAL/ESL SEQUENCE (if required)

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

ENG 1 (4)<sup>1</sup> ▶▶  ENG 2<sup>1</sup> (4)

RDL 1 (4)<sup>1</sup> ▶▶  RDL 2<sup>1</sup> (6)

MTH 1<sup>2</sup> (4) ▶▶  MTH 5<sup>2</sup> (6) ▶▶  MTH 6<sup>2</sup> (6)

CHM 2 (4)

### GRADUATION REQUIREMENTS

GPA ≥ 2.0  Writing Intensive 1  Writing Intensive 2

### FRESHMAN SEMINAR

FYS 11<sup>3</sup>

<sup>1</sup>ENG 1/ENG 2 & RDL 1/RDL 2 are no longer offered. Students with ENG/RDL developmental need will now enroll in corequisite course ENG 100 (if English Proficiency Index is 0-49), **OR** ENG 110 (if English Proficiency Index is 50-64).

<sup>2</sup>MTH 1/MTH 5/MTH 6 are no longer offered. STEM students who are CUNY Math Proficient, or have Math developmental need will now enroll in corequisite course MTH 28.5.

<sup>2</sup>In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH 28 **OR** 28.5 College Algebra and Elementary Trigonometry in Required Core B **and** MTH 30 Pre-Calculus to fulfill Flexible Core E. Students who place out of MTH 28 should complete MTH 30 in Required Core B and may select another course to fulfill Flexible Core E.

<sup>2</sup>MTH 28 is available for CUNY Math Proficient STEM students who meet one of the following criteria:

Mathematics high school GPA of at least 70 and successful completion of a course beyond Algebra 1, **OR** New York State Regents Trigonometry Score of at least 65, **OR** New York State Regents Common Core Algebra 2 Score of at least 65.

<sup>3</sup>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.

<sup>4</sup>In 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.

<sup>5</sup>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.

<sup>6</sup>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.

#### 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 \(cuny.edu\)](https://www.cuny.edu/transfer-services/):

## RECOMMENDED 2-YEAR ACADEMIC PLAN

### SEMESTER I Freshman

		Credits
<input type="checkbox"/> ENG 100 <sup>1</sup> <b>OR</b> ENG 110 <sup>1</sup> <b>OR</b> ENG 111	English Composition I <sup>1</sup> (Required Core A)	3
<input type="checkbox"/> MTH 28 <sup>2</sup> <b>OR</b> MTH 28.5 <sup>2</sup>	College Algebra and Elementary Trigonometry <b>OR</b> Corequisite (Required Core B) <sup>2</sup>	3
<input type="checkbox"/> MKT 11	Principles of Marketing	3
<input type="checkbox"/> DAT 10	Computer Fundamentals and Applications	3
<input type="checkbox"/> FYS 11 <sup>3</sup>	First Year Seminar <sup>3</sup>	0-1
<b>Subtotal:</b>		<b>12-13</b>

### SEMESTER II Freshman

<input type="checkbox"/> ENG 112 <b>OR</b> ENG 113 <b>OR</b> ENG 114 <b>OR</b> ENG 115 <b>OR</b> ENG 116	English Composition II <sup>1</sup> (Required Core A)	3
<input type="checkbox"/> MKT 18 <b>OR</b> MKT 47	Consumer Behavior <b>OR</b> E-Marketing	3
<input type="checkbox"/> ACC 111	Principles of Accounting I	4
<input type="checkbox"/> MTH 30 <sup>2</sup>	Pre-Calculus Mathematics <sup>2</sup> (Flexible Core Area E)	4
<input type="checkbox"/> FLEX CORE A-D <sup>4</sup>	Select <b>ONE</b> course from any Flexible Core A-D <sup>4</sup>	3
<b>Subtotal:</b>		<b>16</b>

### SEMESTER III Sophomore

<input type="checkbox"/> BUS 51	Principles of Management	3
<input type="checkbox"/> BUS 41	Business Statistics	3
<input type="checkbox"/> MKT 43	Principles of Advertising	3
<input type="checkbox"/> FLEX CORE A-D <sup>4</sup>	Select <b>ONE</b> course from a different Flexible Core Area <sup>4</sup>	3
<input type="checkbox"/> FLEX CORE A-D <sup>4</sup>	Select <b>ONE</b> course from a different Flexible Core Area <sup>4</sup>	3
<b>Subtotal:</b>		<b>15</b>

### SEMESTER IV Sophomore

<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> MKT 48	Marketing Management	3
<input type="checkbox"/> Life and Physical Science <sup>5</sup>	AST 111, BIO 11, CHM 111, CHM 17, ENV 11 ESE 11, ESE 12, ESE 13, PHY 110 <b>or</b> PHY 11(Required Core C) <sup>5</sup>	4
<input type="checkbox"/> LAB <sup>5</sup>	Lab Science Course <sup>5</sup>	0-1
<input type="checkbox"/> FLEX CORE A-D <sup>4</sup>	Select <b>ONE</b> course from a different Flexible Core Area <sup>4</sup>	3
<input type="checkbox"/> Additional FLEX. CORE A-E <sup>4</sup>	Select <b>ONE</b> course from any Flexible Core A-E <sup>4</sup>	3
<b>Subtotal:</b>		<b>16</b>

**TOTAL: 60-61<sup>6</sup>**