Business Administration (A.S. Degree)
Marketing Option
FALL 2022-SPRING 2023

REMEDIAL SEQUENCE (if required)

☐ ESL 1 (8) ▸▸	☐ ESL 2 (6) ▸▸	☐ ESL 3 (6) ▸▸	☐ ENG 9 (4)
☐ ENG 1[1] (4) ▸▸	☐ ENG 2[1] (4)		
☐ RDL 1[1] (4) ▸▸	☐ RDL 2[1] (6)		
☐ MTH 1 (4) ▸▸	☐ MTH 5 (6) ▸▸	☐ MTH 06[2] (6)	
☐ CHM 2 (4)			

GRADUATION REQUIREMENTS

☐ GPA ≥ 2.0	☐ Writing Intensive 1	☐ Writing Intensive 2

FRESHMAN SEMINAR

☐ FYS 11[5]

[1]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).

[2]MTH 1/MTH 5/MTH 6 are no longer offered. They have been replaced by MTH 28/28.5. Students who have successfully completed an elementary algebra math intervention at a CUNY college (e.g., Math Proficiency Workshop, CUNY Start Math, Math Start, or MTH 5) are eligible for MTH 28.

[2]In order to comply with transfer requirement at Senior Colleges, students are required to complete MTH 28/28.5 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 MTH30 in Required Core B and may select another course to fulfill Flexible Core E.

[2]For MTH 28 enrollment, a new student must be CUNY Math Proficient, and will also have to 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.

[3]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.

[4]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.

[5]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.

[6]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).

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

☐ A ☐ A	**English Composition[1] I & II** ENG 100 **OR** ENG 110 **OR** ENG 111; **AND** ENG 112 **OR** ENG 113 **OR** ENG 114 **OR** ENG 115 **OR** ENG 116	6
☐ B	**Mathematical and Quantitative Reasoning[2]** MTH 28 College Algebra and Elementary Trigonometry **OR** MTH 28.5[2] **(Corequisite)**	3
☐ C	**Life and Physical Sciences[3]**	3-4
	Subtotal:	**12-13**

FLEXIBLE COMMON CORE [4] (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.	
☐ A World Cultures and Global Issues[4]	3
☐ B US Experience in its Diversity[4]	3
☐ C Creative Expression	3
☐ D Individual and Society[4]	3
☐ E Scientific World[2] MTH 30 Pre-Calculus Mathematics	4
☐ A-E Select an additional course from Flexible Core A-E	3
Subtotal:	**19**

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

☐ ACC 111	Principles of Accounting I	4
☐ BUS 41	Business Statistics	3
☐ BUS 51	Principles of Management	3
☐ DAT 10	Computer Fundamentals and Applications	3
☐ FYS 11[5]	First Year Seminar[5]	0-1
☐ LAW 41	Business Law	3
☐ LAB[3]	Lab science credit[3]	0-1
Marketing Option Requirements		
☐ MKT 11	Principles of Marketing	3
☐ MKT 18 **OR** ☐ MKT 47	Consumer Behavior **OR** E-Marketing	3
☐ MKT 43	Principles of Advertising	3
☐ MKT 48	Marketing Management	3
Subtotal:		**28-30**
TOTAL:		**60-61[6]**