

Marketing (A.A.S. Degree) *

FALL 2023-SPRING 2024

Footnotes:

¹Students with English Proficiency Index (EPI) of 0-49 enroll in corequisite course ENG 100. Students with EPI of 50-64 enroll in corequisite course ENG 110. Students with EPI of at least 65 (or other English proficiency qualification) enroll in ENG 111. Students with ESL need should take appropriate ESL course(s) (Sequence: ESL 01->02->03->09) before enrolling in ENG 110.

²Students planning to transfer to a four-year college should take MTH 28 OR 28.5 and MTH 30 OR 31.

³Students with Math Proficiency Index of 59 OR lower may now enroll in corequisite course MTH 21.5 OR MTH 23.5. Students with 39 OR lower MPI are strongly encouraged to enroll in Math Start/CUNY Start.

⁴Students 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.

⁵For students who have also enrolled in ENG 110 as a corequisite course.

⁶In 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.

⁷Students who have completed MTH 28 OR 28.5 (or CUNY Math proficient) and intend to transfer to a four-year college may take BUS 41 instead of BUS 111.

⁸CWE 31 is a two (2) credit course. Students should enroll in CWE 31 one year before graduating or when they have completed 30 credits towards their degree. Students should see the CWE 31 Coordinator in the Department of Business and Information Systems, during their second semester. Students who are employed full-time are not required to complete the internship portion of CWE 31, provided their employer agrees to participate in course-related surveys. Permission must be obtained from the CWE 31 Coordinator or Department Chairperson by submitting documentation of current full-time employment College. Work-Study assignments within CUNY may not be used as substitutes for the CWE internship.

⁹Students 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.

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.

*Note:

In order to apply for [graduation](#), students must complete all required courses with appropriate grades, complete two writing intensive courses, and have a minimum GPA of 2.0.

REQUIRED COMMON CORE

<input type="checkbox"/> A <input type="checkbox"/> A	English Composition I ¹ & II ENG 100 ¹ OR ENG 110 ¹ OR ENG 111 ¹ ; AND ENG 112 OR ENG 113 OR ENG 114 OR ENG 115 OR ENG 116	6
<input type="checkbox"/> B	Mathematical and Quantitative Reasoning ² MTH 21 OR MTH 21.5 ³ OR MTH 23 OR MTH 23.5 ³	3
<input type="checkbox"/> C	Life and Physical Sciences ⁴ AST 111, BIO 11, CHM 110, CHM 17, ENV 11, ESE 11, ESE 12, ESE 13, PHY 110 OR PHY 11	3-4
Subtotal:		12-13

FLEXIBLE COMMON CORE

<input type="checkbox"/> A	World Cultures and Global Issues HIS 10 History of the Modern World OR HIS 11 ⁵ Introduction to the Modern World	3
<input type="checkbox"/> B - ECO 12 Macroeconomics OR <input type="checkbox"/> D - ECO 11 Microeconomics		3
<input type="checkbox"/>	Select an additional course from Flexible Core A-E ⁶	3
Subtotal:		9

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 110	Introduction to Business Fundamentals	3
<input type="checkbox"/> BUS 111 ⁷	Applications of Mathematics for Business ⁷	3
<input type="checkbox"/> COMM 12	Voice and Diction: Business and Professional Speech	2
<input type="checkbox"/> CWE 31 ⁸	Cooperative Work Experience ⁸	2
<input type="checkbox"/> DAT 10	Computer Fundamentals and Applications	3
<input type="checkbox"/> DAT 36	Microcomputer Spreadsheet Applications	3
<input type="checkbox"/> FIN 31	Principles of Finance	3
<input type="checkbox"/> FYS 11 ⁹	First Year Seminar ⁹	0-1
<input type="checkbox"/> LAB ⁴	Lab Science Credit ⁴	0-1
<input type="checkbox"/> LAW 41	Business Law	3
<input type="checkbox"/> MKT 11	Principles of Marketing	3
Choose three of the following four courses:		
<input type="checkbox"/> BUS 21	Small Business Management	3
<input type="checkbox"/> MKT 18	Consumer Behavior	3
<input type="checkbox"/> MKT 43	Principles of Advertising	3
<input type="checkbox"/> MKT 48	Marketing Management	3
Subtotal:		38-40
TOTAL :		60-61¹⁰