

MARKETING

A.A.S. Degree*

¹ Students 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.

² Students who have completed three years high school mathematics and intend to transfer to a four-year college may take BUS 41 instead of BUS 111.

³ It is highly recommended that students take FYS 11 in their first or second semester prior to earning 24 credits. This requirement will be waived for students who have earned 24 or more degree or equated credits at BCC. Students transferring into the program with 24 or more degree or equated credits will also be exempt from FYS 11 and only required to complete 60 credits to graduate.

⁴ Students with Math Proficiency Index (MPI) of 0-59 enroll in corequisite course MTH 21.5 OR MTH 23.5. Students with MPI of 39 or lower are strongly encouraged to enroll in Math Start/CUNY Start. Students planning to transfer to a four-year college should take MTH 30 or 31.

⁵ Consult Business faculty advisor for appropriate course selection.

⁶ 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.

⁷ HIS 11 is reserved for students who enroll in ENG 110 as a corequisite.

⁸ CWE 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.

⁹ 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. See [Common Core Pathways course listing](#).

*Note: In order to graduate, students must meet all requirements, including, completing all required courses with appropriate grades, completing two writing intensive courses, and earning a minimum GPA of 2.0, and [applying for graduation](#).

SEMESTER I Freshman

	Prerequisite/Corequisite	
<input type="checkbox"/> Required Core A: English Composition I - ENG 100 Integrated Reading and Writing OR ENG 110 Fundamentals of Writing and Rhetoric OR ENG 111 Writing and Rhetoric ¹	See footnote ¹	3
<input type="checkbox"/> Flexible Core D or B: ECO 11 Microeconomics OR ECO 12 Macroeconomics	Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement: BUS 110 Introduction to Business Fundamentals	Corequisite: ENG 110, if required; MTH 23.5 or MTH 28.5, if required; and DAT 10 or DAT 33	3
<input type="checkbox"/> Major Requirement: BUS 111 Applications of Mathematics for Business ²	Corequisite: MTH 23.5 or MTH 28.5, if required	3
<input type="checkbox"/> Major Requirement: MKT 11 Principles of Marketing	Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement: FYS 11 First Year Seminar ³	None	0-1
Subtotal:		15-16

SEMESTER II Freshman

	Prerequisite/Corequisite	
<input type="checkbox"/> Required Core A: ENG 112 Composition and Rhetoric II OR ENG 113 Writing About Literature OR ENG 114 Written Composition and Prose Fiction OR ENG 115 Written Composition and Drama OR ENG 116 Written Composition and Poetry	ENG 100, 110, or 111	3
<input type="checkbox"/> Required Core B: MTH 21 A Mathematical World OR MTH 21.5 A Mathematical World with Algebra OR MTH 23 Probability and Statistics OR MTH 23.5 Probability and Statistics with Algebra ⁴	See footnote ⁴	3
<input type="checkbox"/> Major Requirement: COMM 12 Voice and Diction: Business and Professional Speech	Corequisite: ENG 110, if required	2
<input type="checkbox"/> Major Requirement: DAT 10 Computer Fundamentals & Applications	Corequisites: ENG 100, if required; and MTH 23.5 or 28.5, if required	3
<input type="checkbox"/> Major Requirement⁵: MKT 18 Consumer Behavior OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management OR BUS 21** Small Business Management	MKT 11 **BUS 110 or 51	3
Subtotal:		14

SEMESTER III Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Required Core C: Select ONE course from Life and Physical Science ⁶	See catalog ⁶	3-4
<input type="checkbox"/> Flexible Core A: HIS 10 History of the Modern World OR HIS 11 Introduction to the Modern World ⁷	See catalog	3
<input type="checkbox"/> ACC 111 Principles of Accounting I	Corequisite: MTH 23.5 or MTH 28.5, if required; ENG 110, if required	4
<input type="checkbox"/> CWE 31 Cooperative Work Experience ⁸	BUS 110 or LAW 17, and 30 credits with 2.00 GPA, or dept. approval	2
<input type="checkbox"/> Major Requirement⁵: MKT 18 Consumer Behavior OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management OR BUS 21** Small Business Management	MKT 11 **BUS 110 or 51	3
Subtotal:		16

SEMESTER IV Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Flexible Core A-E: Select ONE course from any Flexible Core A-E ⁹	See catalog ⁹	3
<input type="checkbox"/> Major Requirement: DAT 36 Microcomputer Spreadsheet Applications	DAT 10 or DAT 30 or DAT 33 or dept. approval	3
<input type="checkbox"/> Major Requirement: FIN 31 Principles of Finance	ACC 11 or ACC 111; Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement: LAW 41 Business Law	Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement⁵: MKT 18 Consumer Behavior OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management OR BUS 21** Small Business Management	MKT 11 **BUS 110 or 51	3
Subtotal:		15

TOTAL: 60-61