

BUSINESS ADMINISTRATION

Marketing Option

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 To comply with transfer requirements 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.

³ 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. Students receiving FYS 11 waivers will be required to take one free elective to complete 60 credits to graduate.

⁴ Students applying to Baruch College Business Academy must take ACC 112 and COM 31 in lieu of two of these courses, and must choose only one course from **MKT 18, MKT 36, and MKT 43**.

⁵ 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 to fulfill Flexible Core B; and COMM 11 and/or ECO 11 or ECO 20 to fulfill Flexible Core D. Students wishing to participate in Baruch College's Business Academy for early entry acceptance into Zicklin's BBA program must complete ECO 12 in Flexible Core A and ECO 11 Flexible Core D to be eligible.

⁶ Students wishing to participate in Baruch College Business Academy for early entry/acceptance into Zicklin's BBA program must complete BUS 110 in place of BUS 51.

⁷ 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.

*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"/> Required Core B: MTH 28 College Algebra and Elementary Trigonometry OR MTH 28.5 College Algebra and Elementary Trigonometry Corequisite ²	See footnote ²	3
<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"/> Option Requirement: MKT 11 Principles of Marketing	Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement: FYS 11 First Year Seminar ³	None	1
Subtotal:		13

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, ENG 110, or ENG 111	3
<input type="checkbox"/> Flexible Core E: MTH 30 Pre-Calculus Mathematics ²	MTH 28 or equivalent	4
<input type="checkbox"/> Major Requirement: ACC 111 Principles of Accounting I	MTH 23.5 or MTH 28.5, if required; Corequisite: ENG 110, if required	3
<input type="checkbox"/> Option Requirement⁴: BUS 21* Small Business Management OR MKT** 18 Consumer Behavior OR MKT 36 Digital Marketing and Analysis OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management	*BUS 51 or BUS 110 and ENG 100 or 110 if required/**MKT 11	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from any Flexible Core Area ⁵	See catalog ⁵	3
Subtotal:		16

SEMESTER III Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Major Requirement: BUS 41 Business Statistics	CUNY Math Proficiency or MTH 28.5, if required; Corequisite: ENG 110, if required	3
<input type="checkbox"/> Major Requirement: BUS 51 Principles of Management ⁶	Corequisite: ENG 110, if required; and MTH 23.5 or MTH 28.5, if required	3
<input type="checkbox"/> Option Requirement⁴: BUS 21* Small Business Management OR MKT** 18 Consumer Behavior OR MKT 36 Digital Marketing and Analysis OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management	*BUS 51 or BUS 110 and ENG 100 or 110/**MKT 11	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area ⁵	See catalog ⁵	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area ⁵	See catalog ⁵	3
Subtotal:		15

SEMESTER IV Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Required Core C: Select ONE course from Life and Physical Science ⁷	See catalog ⁷	3-4
<input type="checkbox"/> Major Requirement: LAW 41 Business Law	Corequisite: ENG 110, if required	3
<input type="checkbox"/> Option Requirement⁴: BUS 21* Small Business Management OR MKT** 18 Consumer Behavior OR MKT 36 Digital Marketing and Analysis OR MKT 43 Principles of Advertising OR MKT 48 Marketing Management	*BUS 51 or BUS 110 and ENG 100 or 110/**MKT 11	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area ⁵	See catalog ⁵	3
<input type="checkbox"/> Flexible Core A-E: Select ONE additional course from Flexible Core A-E ⁵	See catalog ⁵	3
Subtotal:		16

TOTAL: 60