



MARKETING

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 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.

⁴ 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.

⁵ Students accepted into the apprenticeship opportunities will enroll in a combination of CWE 41, CWE 42 and CWE 43 in place of BUS 41, BUS 51, and CWE 31. If students have completed any or all of these courses prior to participating in the apprenticeship, alternative course substitutions may be determined. Participation in an apprenticeship may prevent students from finishing their degree within the regular number (60) of credits.

⁶ Students wishing to participate in Baruch College's Business Academy for early entry/acceptance into Zicklin's BBA program must complete ACC 112 and BUS 110 instead of MKT 48 and BUS 51 to qualify.

⁷ 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. WorkStudy assignments within CUNY may not be used as substitutes for the CWE internship

*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"/> Option Requirement: MKT 11 Principles of Marketing	Corequisite: ENG 110, if required	3
<input type="checkbox"/> DAT 10 Computer Fundamentals & Applications	Corequisites: ENG 100, if required; and MTH 23.5 or 28.5, if required	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from any Flexible Core Area A-D ³	See catalog ³	3
<input type="checkbox"/> FYS 11 First Year Seminar ⁴	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, 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"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area A-D ³	See catalog ³	3
<input type="checkbox"/> 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 Requirement: MKT 18 Consumer Behavior	MKT 11	3
Subtotal:		16

SEMESTER III Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Major Requirement: BUS 41 Business Statistics ⁵	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 ^{5,6}	Corequisite: ENG 110, if required; and MTH 23.5 or MTH 28.5, if required	3
<input type="checkbox"/> Major Requirement: MKT 43 Principles of Advertising	MKT 11	3
<input type="checkbox"/> Major Requirement: CWE 31 Cooperative Work Experience ^{5,7}	BUS 110 or BUS 51 or LAW 17, and 30 credits with 2.00 GPA, or dept. approval	2
<input type="checkbox"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area A-D ³	See catalog ³	3
Subtotal:		14

SEMESTER IV Sophomore

	Prerequisite/Corequisite	
<input type="checkbox"/> Required Core C: Select ONE course from Life and Physical Science	See catalog	3
<input type="checkbox"/> Major Requirement: MKT 36 Digital Marketing and Analysis	MKT 11	3
<input type="checkbox"/> Major Requirement: MKT 48 Marketing Management ⁶	MKT 11	3
<input type="checkbox"/> Flexible Core A-D: Select ONE course from a different Flexible Core Area A-D ³	See catalog ³	3
<input type="checkbox"/> Flexible Core A-E: Select ONE additional course from any Flexible Core Area A-E ³	See catalog ³	3
Subtotal:		15

TOTAL: 60-61