Marketing Management (A.A.S. Degree)

2009 - 2011 Catalog
Major Code: 073

REMEDIAL SEQUENCE (if Required)

- ESL 02 (6)
- ENG 01 (4)
- RDL 01 (5)
- MTH 01 (4)
- CHM 02 (4)

- ESL 03 (6)  →  ENG 09 (4)
- ENG 02 (4)  →  RDL 02 (5)
- MTH 05 (6)

GRADUATION REQUIREMENTS

- Writing Intensive Course I
- Writing Intensive Course II
- 2.0 GPA or higher

FRESHMAN REQUIREMENT

- OCD 01

CORE REQUIREMENTS

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 10¹</td>
<td>Fundamentals of Composition and Rhetoric OR</td>
<td>3</td>
</tr>
<tr>
<td>ENG 11</td>
<td>Composition and Rhetoric I</td>
<td></td>
</tr>
<tr>
<td>CMS 11</td>
<td>Fundamentals of Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>HIS 10</td>
<td>History of the Modern World OR</td>
<td></td>
</tr>
<tr>
<td>HIS 11²</td>
<td>Introduction to the Modern World</td>
<td>3</td>
</tr>
<tr>
<td>MTH 12³</td>
<td>Introduction to Mathematical Thought</td>
<td>3</td>
</tr>
<tr>
<td>SCI¹</td>
<td>BIO 18 OR CHM</td>
<td>4</td>
</tr>
</tbody>
</table>

Subtotal: 16

REQUIRED AREAS OF STUDY

- ENG 12 Composition and Rhetoric II OR
- ENG 14 Written Composition and Prose Fiction OR
- ENG 15 Written Composition and Drama OR
- ENG 16 Written Composition and Poetry
- XXX⁴ Restricted Electives

Subtotal: 8

SPECIALIZATION REQUIREMENTS

- ACC 11 Fundamental Accounting I
- BUS 10 Introduction to Business
- BUS 11⁵ Business Mathematics
- CMS 12 Voice & Diction: Business & Professional Speech
- DAT 10 Computer Fundamentals & Applications
- LAW 41 Business Law
- MKT 11 Principles of Marketing
- MKT 18 Consumer Behavior OR
- MKT 47 E-Marketing
- MKT 48 Marketing Management
- MKT 41 Management of Retail Operations OR
- FIN 31 Principles of Finance
- MKT 43 Principles of Advertising
- CWE 31⁶ Cooperative Work Experience
- KEY 10 Keyboarding for Computers

Subtotal: 36

Total credits: 60

¹ ENG 10 is designed for students who pass the CAT-R and score 6 on the CAT-W.
² HIS 11 is designed for students on the ENG 01/02 and/or RDL 01/02 level.
³ Students planning to transfer to a four-year college should choose MTH 30 or 31 and a lab science from AST, BIO, CHM, ENV, ESE or PHY.
⁴ Select from Anthropology, Art (non-studio), Communication, Economics, Geography, History, Health or Physical Education (one course in HLT or two courses in PEA), Modern Language, Music (non-studio), Philosophy, Psychology, Political Science, or Sociology. No more than two courses from the same department or discipline.
⁵ Students who have completed MTH 06 (or three years high school mathematics) and intend to transfer to a four-year college may take BUS 41 instead of BUS 11.
⁶ CWE 31 is a two credit course. A student should enroll in CWE one year before graduating or when starting the third semester. See the CWE advisor in Loew Hall, Career Services, during the second semester.

Students who are employed full time are not required to complete CWE. A waiver must be obtained from the Department Chairperson by submitting documentation of current full-time employment. After written waiver of CWE is obtained, the student must substitute the required CWE credits with any course(s) offered by the Business and Information Systems Department. College Work-Study assignments within CUNY may not be used as substitutes for the CWE internship.