

# PROGRAM: AAS MARKETING

Division: Business, Behavioral/Social Sciences, Public & Human Services  
 CLA-201 (914) 606-6795

Curriculum  
 Code: 0320  
 64 Credits

**Curriculum Chair**  
 Professor Deirdre Verne  
 CLA-25  
 Telephone: (914) 606-6219

**Reviewed By:** \_\_\_\_\_  
**Date:** \_\_\_\_\_  
**Approved By Curriculum Chair:**  
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Course #	SEMESTER 1	Credits	✓
<i>ENG 101</i>	<i>Composition &amp; Literature 1</i>	<i>3</i>	
ACC 119	Financial Accounting	4	
DP 103	Computer Information Systems	3	
MKT 101	Marketing	3	
	<i>Mathematics<sup>1</sup>- _____</i>	<i>3-4</i>	
	<i>PE (fitness)- _____</i>	<i>1</i>	

Course #	SEMESTER 2	Credits	✓
<i>ENG 102</i>	<i>Composition &amp; Literature 2</i>	<i>3</i>	
ACC 120	Managerial Accounting	4	
MGT 101	Business Organization & Management	3	
MKT 203	Advertising	4	
	<i>Mathematics or Science- _____</i>	<i>3-4</i>	

Course #	SEMESTER 3	Credits	✓
MKT 103	Principles of Selling	3	
	<i>Science<sup>2</sup>- _____</i>	<i>3-4</i>	
	<i>Behavioral, Social Science or Humanities<sup>2</sup>- _____</i>	<i>3</i>	
<i>COMM 109</i>	<i>Speech Communication<sup>5</sup></i>	<i>3</i>	
	Elective <sup>6</sup> - _____	3	
	<i>PE (sport)- _____</i>	<i>1</i>	

Course #	SEMESTER 4	Credits	✓
MKT 201	Marketing Management	3	
	<i>Behavioral, Social Science or Humanities<sup>3</sup>- _____</i>	<i>3</i>	
	Business <sup>4</sup> - _____	3	
	Elective <sup>6</sup> - _____	3-4	
	Elective <sup>6</sup> - _____	3-4	
	Electives <sup>3</sup> to equal 64 credits		

***Bold italic items are Core Requirements.***

**NOTES:**

- ***Behavioral Science*** courses include Sociology, Psychology, Anthropology and Geography. General Psychology is the prerequisite for all upper level psychology courses.
- ***Humanities*** courses include Art, Dance, Drama, Music, Film, Foreign Language, Literature<sup>1</sup>, Philosophy or Theater and Photography at ARTWS.
- ***Social Science*** courses include History, Political Science, Economics and Geography.

<sup>1</sup> Mathematics elective - Statistics recommended

<sup>2</sup> Science elective – BIO 101/102 Biological Science w/Lab recommended for students who want to transfer.

<sup>3</sup> Behavioral, Social Science or Humanities Elective - Choose a 3 credit course from 2 areas for a total of 6 credits.

<sup>4</sup> Business elective – LAW 101 Business Law recommended

<sup>5</sup> **Fall 2008: Communication 109 - Speech Communication replaced this Liberal Arts elective.**

<sup>6</sup> While any elective will count, the following are recommended: International Marketing, Consumer Behavior, and Marketing Co-Op. Recommended for transfer students: Economics 1 & 2.