

PROGRAM: AAS MARKETING

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

64 Credits

Curriculum Chair

Professor Deirdre Verne
Gateway 348
Telephone: (914) 606-6219

Reviewed By: _____

Date: _____

Approved By Curriculum Chair: _____

Course #	SEMESTER 1	Credits	✓
ENG 101	Composition & Literature 1	3	
ACC 119	Financial Accounting	4	
CIS 110	Computer Information Systems	3	
MKT 101	Marketing	3	
	Mathematics¹- _____	3-4	
	PE (fitness)- _____	1	

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

Course #	SEMESTER 3	Credits	✓
MKT 103	Principles of Selling	3	
	Science²- _____	3-4	
	Behavioral, Social Science or Humanities²- _____	3	
COMM 109	Speech Communication⁵	3	
	Elective ⁶ - _____	3	
	PE (sport)- _____	1	

Course #	SEMESTER 4	Credits	✓
MKT 201	Marketing Management	3	
	Behavioral, Social Science or Humanities³- _____	3	
	Business ⁴ - _____	3	
	Elective ⁶ - _____	3-4	
	Elective ⁶ - _____	3-4	
	Electives ³ 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, Literature¹, Philosophy or Theater and Photography at ARTWS.
- **Social Science** courses include History, Political Science, Economics and Geography.

¹ Mathematics elective - Statistics recommended

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

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

⁴ Business elective – LAW 101 Business Law recommended

⁵ **Fall 2008: Communication 109 - Speech Communication replaced this Liberal Arts elective.**

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