

# 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    | ✓ |
|----------------|---------------------------------------|------------|---|
| <i>ENG 101</i> | <i>Composition &amp; Literature 1</i> | <i>3</i>   |   |
| ACC 119        | Financial Accounting                  | 4          |   |
| CIS 110        | 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.

# WCC SCIENCE COURSES

## Science Courses with Lab

|   |  |
|---|--|
| <b>BIOL 101</b> – Biological Science (Lab) 4 credits        | <b>BIOL 103</b> – Human Biology (Lab) 4 credits          |
| <b>BIOL 115</b> – General Biology I (Lab) 4 credits         | <b>BIOL 117</b> – General Biology II (Lab) 4 credits     |
| <b>BIOL 121</b> – A & P I (Lab) 4 credits                   | <b>BIOL 123</b> – A & P II (Lab) 4 credits               |
| <b>BIOL 128</b> – Basics Biotech 3 credits                  | <b>BIOL 129</b> – Basics of Biotech Lab 0 credits        |
| <b>BIOL 203</b> – Basic Micro bio (Lab) 3 credits           | <b>BIOL 221</b> – General Micro bio (Lab) 4 credits      |
| <b>CHEM 107</b> – Inorganic Chem I (Lab) 4 credits          | <b>CHEM 111</b> – Inorganic Chem II (Lab) 4 credits      |
| <b>CHEM 113</b> – Prin. of Inorganic Chem (Lab) 4 credits   | <b>CHEM 117</b> – Prin. of Organic Chem (Lab) 4 credits  |
| <b>CHEM 127</b> – Intro to Forensic Science (Lab) 4 credits | <b>CHEM 145</b> – Biochem of Addiction (Lab) 3 credits   |
| <b>CHEM 162</b> – Topic in Science 3 credits                | <b>CHEM 163</b> – Topic in Science Lab 1 credit          |
| <b>CHEM 201</b> – Organic Chem I (Lab) 5 credits            | <b>CHEM 205</b> – Organic Chem II (Lab) 5 credits        |
| <b>PHYS 101</b> – Tech Physics I (Lab) 3 credits            | <b>PHYS 102</b> – Tech Physics II (Lab) 3 credits        |
| <b>PHYS 111</b> – College Physics I (Lab) 4 credits         | <b>PHYS 112</b> – College Physics II (Lab) 4 credits     |
| <b>PHYS 121</b> – Engineering Physics I (Lab) 5 credits     | <b>PHYS 122</b> – Engineering Physics II (Lab) 5 credits |
| <b>PHYS 129</b> – Intro to Oceanography (Lab) 4 credits     | <b>PHYS 131</b> – Physics for Telecomm/Verizon 4 credits |
| <b>PHYS 143</b> – Earth Science (Lab) 4 credits             | <b>PHYS 145</b> – Weather & Forecasting (Lab) 4 credits  |
| <b>PHYS 151</b> – Astronomy (Lab) 4 credits                 | <b>PHYS 292</b> – Physical Geography (Lab) 4 credits     |

## Science Courses with/without Lab

|   |  |
|---|--|
| <b>BIOL 143</b> – Environmental Science 3 credits | <b>BIOL 144</b> – Environmental Science Lab 1 credit |
| <b>BIOL 236</b> – Human Genetics 3 credits        | <b>BIOL 237</b> – Human Genetics Lab 1 credit        |

## Science Courses without Lab

|  |  |
|--|--|
| <b>BIOL 155</b> – Environmental Studies 3 credits  | <b>BIOL 159</b> – Problems in Pollution 3 credits        |
| <b>BIOL 161</b> – Bio of Human Sexuality 3 credits | <b>CHEM 131</b> – Intro to Forensic Science 3 credits    |
| <b>PHYS 119</b> – Science and Survival 3 credits   | <b>PHYS 120</b> – Physical Science Exploration 3 credits |
| <b>PHYS 159</b> – The Solar System                 | <b>PHYS 165</b> – Principles of Energy                   |

## Science Courses for Specific Areas/ Curriculum

|  |   |
|--|---|
| <b>BIOL 109C</b> – Basic A & P (and Lab) PN 4 credits                    | <b>BIOL 127</b> – Cross Sectional Anatomy 3 credits   |
| <b>BIOL 201</b> – Pharmacology (Respiratory Care) 3 credits              | <b>BIOL 202</b> – Pharmacology (For Nurses) 3 credits |
| <b>BIOL 229</b> – Cardiopulmonary Pathology (Respiratory Care) 2 credits | <b>BIOL 241</b> – Radiation Biology 3 credits         |

## Honors Science Courses

|   |  |
|---|--|
| <b>BIOL 147H</b> – Psych bio (and Lab) Honors 4 credits | <b>PHYS 154H</b> – Life in the Universe Honors 4 credits |
| <b>PHYS 205</b> – Cambridge Science – Honor             |  |

