

# AAS: Marketing

**Curriculum Chair:** Prof. Phyllis Fein Gateway-350 Tel # (914) 606-6996 Email: [Phyllis.fein@sunywcc.edu](mailto:Phyllis.fein@sunywcc.edu)

**Associate Dean:** Jeffrey Conte CLA-201 Tel# (914) 606-6795 Email: [Jeffrey.Conte@sunywcc.edu](mailto:Jeffrey.Conte@sunywcc.edu)

## Developmental Courses as required based on placement scores

<input type="checkbox"/>	<b>No Developmental Courses Required</b>
<input type="checkbox"/>	<b>ENG 91</b> Writing for College 1 – Score of 4 E Code 1 and below
<input type="checkbox"/>	<b>ENG 92</b> Writing for College 2 – Score of 6 E Code 2
<input type="checkbox"/>	<b>ESL 94</b> Academic Writing 1 – Score of 5 or 6 E Code 6
3 <input type="checkbox"/>	<b>ESL 122</b> Academic Writing 2 (3 credits) – Score of 7 E Code 7
<input type="checkbox"/>	<b>MATH 92</b> Pre-Algebra – Arithmetic score 44 and below, Elementary Algebra 54 and below
<input type="checkbox"/>	<b>MATH 93</b> Beginning Algebra – Arithmetic score 45 and above, Elementary Algebra 54 and below <b>OR</b> <b>MATH 94</b> Math Literacy – Arithmetic score 45 and above, Elementary Algebra 54 and below
<input type="checkbox"/>	<b>READ 93</b> Foundation of College Reading – Score of 57 and below
3 <input type="checkbox"/>	<b>READ 105</b> Analytical Reading (3 credits) – Score of 58 and higher

## Core Requirements

3 <input type="checkbox"/>	<b>ENG 101</b> – Writing and Research Choose an item.
3 <input type="checkbox"/>	<b>ENG 102</b> – Writing and Literature Choose an item.
	<b>MATHEMATICS<sup>1</sup> (MATH): One course (3/4 credits)</b>
3 <input type="checkbox"/> or 4 <input type="checkbox"/>	
	<b>SCIENCE<sup>2</sup> (BIOL), (CHEM), (PHYSC): One course with/without Lab (3/4 credits)</b>
3 <input type="checkbox"/> or 4 <input type="checkbox"/>	
	<b>MATHEMATICS/ SCIENCE ELECTIVE: One MATH course (3/4 credits) or one Science course (BIOL), (CHEM), (PHYSC): with/without Lab (3/4 credits)</b>
3 <input type="checkbox"/> or 4 <input type="checkbox"/>	
	<p><b>CHOOSE A 3 CREDIT COURSE FROM 2 AREAS FOR A TOTAL OF 6 CREDITS.</b></p> <p><b>BEHAVIORAL SCIENCE:</b> Courses include: Sociology (SOC), Psychology (PSYCH), Anthropology (ANTHR), Linguistics (ANTHR), and Geography (GEOG). <i>However SS 101 and SS 103 CANNOT BE USED TO FULFILL Behavioral Science.</i> <b>OR</b></p> <p><b>HUMANITIES:</b></p> <p><b>Courses include:</b></p> <ul style="list-style-type: none"> <li>▪ Art (ART) 101, 103, 105, 108, 108A, 108B, 109, 109A, 125, 128, 129, 133, 139, 185, or 265. Additional fees and/or supplies may be required of ART classes; see catalog for details.</li> <li>▪ Communications (COMM) 101, 103, 109, or 115</li> <li>▪ Dance (DANCE) 101, 102, 105, 107, 121, 205, or 207 OR A combination of three 1 credit dance classes to be chosen from DANCE 112, 115, 120, or 122</li> <li>▪ English (ENG) any ENG course <b>EXCEPT</b> ENG 101, 101H, 102, 102H, 124, or 222 CANNOT BE USED TO FULFILL Humanities elective.</li> </ul>

<sup>1</sup> Mathematics elective – **MATH 140**-Statistics recommended for transfer. **Prerequisite is any college level math or ACT score of 21 or SAT score of 550**

<sup>2</sup> **BIOL 101**-Biological Science (and Lab) recommended.

	<ul style="list-style-type: none"> <li>▪ Film (<b>FILM</b>) 100, 101, 102, 103, 109, 113, 114H, 115H, 125, 125H, 220, 220H</li> <li>▪ Foreign Language to be chosen from: <b>ARABC, CHINS, FREN, GER, ITAL, JAPNS, RUSSN, SPAN. ITAL 104</b> or <b>ITAL 105</b> CANNOT BE USED TO FULFILL a Foreign Language elective, but CAN BE USED TO FULFILL a Humanities elective.</li> <li>▪ Music (<b>MUSIC</b>) 100, 101, 102, 103, 111, 150, or 211</li> <li>▪ Philosophy (<b>PHIL</b>) 101A, 102A, 111, 150, 160, or 201H</li> <li>▪ Theater (<b>THEAT</b>) 101, 103, 111, 113, or 201 <b>THEAT 117A</b> is a 2 credit course which must be combined with another 1 credit approved Humanities elective. <b>OR</b></li> </ul> <p><b>SOCIAL SCIENCE:</b> <b>Courses include:</b> History (<b>HIS</b>), Political Science (<b>POLSC</b>), Economics (<b>ECON</b>), and Geography (<b>GEOG</b>). <i>However SS 102 and SS 105 CANNOT BE USED TO FULFILL Social Science.</i></p>
3 <input type="checkbox"/> or 4 <input type="checkbox"/>	3 <input type="checkbox"/> or 4 <input type="checkbox"/>
3 <input type="checkbox"/>	<b>COMM 109</b> – Speech Communication Choose an item.
	<b>PEC/PEH/PES:</b> A combination of two courses (2 credits) either <b>PEH</b> and <b>PES</b> , or <b>PEC</b> and <b>PES</b> , or <b>PEC</b> or <b>PEH</b> , <b>PEC</b> and <b>PEC</b> . <b>PEC 110</b> (2 credits) <i>IS THE ONLY COMBINATION COURSE THAT FULFILLS BOTH P.E. REQS.</i>
1 <input type="checkbox"/>	1 <input type="checkbox"/>

<b>Degree Requirements</b>	
3 <input type="checkbox"/>	<b>MKT 101</b> – Marketing: <b>Prerequisite: Student must be ENG 101 ready by satisfactory completion of ENG 92, ESL 122, or an ESSAY score of 8 or higher.</b> Choose an item.
3 <input type="checkbox"/>	<b>MGT 101</b> – Business Organization and Management Choose an item.
3 <input type="checkbox"/>	<b>MKT 103</b> – Principles of Selling Choose an item.
3 <input type="checkbox"/>	<b>CIS 110</b> – Computer Information Systems Choose an item.
3 <input type="checkbox"/>	<b>LAW 101</b> – Business Law <b>OR</b> Choose an item.
	<b>MGT 103</b> – Entrepreneurship Choose an item.
3 <input type="checkbox"/>	<b>MKT 202</b> – Internet Marketing Choose an item.
3 <input type="checkbox"/>	<b>MKT 203</b> – Advertising: <b>MKT 101 is the prerequisite or permission from the Curriculum or Departmental Chairperson.</b> Choose an item.
4 <input type="checkbox"/>	<b>ACC 119</b> – Financial Accounting: <b>MATH 93 may be a pre or co-requisite.</b> Choose an item.
4 <input type="checkbox"/>	<b>ACC 120</b> – Managerial Accounting: <b>ACC 119 is the prerequisite.</b> Choose an item.
	<b>BUSINESS ELECTIVE - 3 Credit Hours</b> <b>Courses include:</b> <b>GLBUS 101</b> – Global Business: <b>MGT 101 is the prerequisite.;</b> <b>GLBUS 120</b> – Global Marketing: <b>MKT 101 or GLBUS 201 is the prerequisite.;</b> <b>MKT 130</b> – Co-op Education in Marketing 1: <b>Approval of Curriculum or Department Chair; GPA of 2.5 or higher; 9 earned credits in curriculum-required courses and 3 credits in ENG 101 or equivalent for a total of 12 credits; and a major declared in this specific curriculum.</b>
3 <input type="checkbox"/>	
	<b>ELECTIVES to reach at least the minimum total (5 to 8 credits)<sup>3</sup></b>
3 <input type="checkbox"/>	3 <input type="checkbox"/>
3 <input type="checkbox"/>	

Completed credits      of 64 required

<sup>3</sup> Recommended for transfer students: **COMM 101**-Using Mass Media; **ECON 101**-Microeconomics; **ECON 102**-Microeconomics

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Academic Plan		Completed credits		of 64 required	
		Fall/Spring		Fall/Spring	
<u>Class</u>	<u>Credits</u>	<u>Class</u>	<u>Credits</u>	<u>Class</u>	<u>Credits</u>
Fall/Spring		Fall/Spring			
<u>Class</u>	<u>Credits</u>	<u>Class</u>	<u>Credits</u>	<u>Class</u>	<u>Credits</u>