

AS: Marketing

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

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

Developmental Courses as required based on placement scores

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

Core Requirements

3 <input type="checkbox"/>	ENG 101 – Writing and Research Choose an item.
3 <input type="checkbox"/>	ENG 102 – Writing and Literature Choose an item.
4 <input type="checkbox"/>	MATH 160 – Pre-calculus for Business: MATH 130 or 135 are the prerequisites. OR Choose an item.
	MATH 161 – Pre-calculus (Function & Coordinate Geometry): MATH 131 or 135 are the prerequisites. Choose an item.
4 <input type="checkbox"/>	MATH 180 – Calculus for Business: MATH 160 or 161 are the prerequisites. Choose an item.
	SCIENCE¹ (BIOL), (CHEM), (PHYS): One course with/without Lab (3/4 credits)
3 <input type="checkbox"/> /4 <input type="checkbox"/>	
	ADDITIONAL SCIENCE ELECTIVE: One Science course (BIOL), (CHEM), (PHYS): with/without Lab (3/4 credits)
3 <input type="checkbox"/> /4 <input type="checkbox"/>	
3 <input type="checkbox"/>	ECON 101 – Macroeconomics Choose an item.
	BEHAVIORAL SCIENCE: 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>
3 <input type="checkbox"/>	
	HUMANITIES: Courses include: ART 101 – Drawing 1, ART 108 – Art History Survey 1: Ancient to Medieval, ART 109 – Art History Survey 2: Renaissance to Modern, ART 125 – Digital Imaging 1, DANCE 101 – Elementary Modern Dance 1, FILM 100 – Introduction to Film MUSIC 111 - Music Theory 1, THEAT 111 – Acting 1 or Foreign Language to be chosen from: ARAB , CHIN , FREN , GER , ITAL , JAPN , RUSS , SPAN .
3 <input type="checkbox"/> /4 <input type="checkbox"/>	

¹ **BIOL 101**-Biological Science (and Lab) recommended.

3 <input type="checkbox"/>	POLSC 102 – American Government and Issues Choose an item.		
	PEC/PEH/PES: A combination of two courses (2 credits) either PEH and PES, or PEC and PES, or PEC or PEH, PEC and PEC. PEC 110 (2 credits) <i>IS THE ONLY COMBINATION COURSE THAT FULFILLS BOTH P.E. REQS.</i>		
1 <input type="checkbox"/>		1 <input type="checkbox"/>	

Degree Requirements

3 <input type="checkbox"/>	MKT 101 – Marketing: Prerequisite: Student must be ENG 101 ready by satisfactory completion of ENG 92, ESL 122, or an ESSAY score of 8 or higher. Choose an item.
3 <input type="checkbox"/>	MGT 101 – Business Organization and Management Choose an item.
3 <input type="checkbox"/>	CIS 110 – Computer Information Systems Choose an item.
4 <input type="checkbox"/>	ACC 119 – Financial Accounting: MATH 93 may be a pre or co-requisite. Choose an item.
4 <input type="checkbox"/>	ACC 120 – Managerial Accounting: ACC 119 is the prerequisite. Choose an item.
3 <input type="checkbox"/>	MKT 202 – Internet Marketing Choose an item.
3 <input type="checkbox"/>	MKT 203 – Advertising: MKT 101 is the prerequisite or permission from the Curriculum or Departmental Chairperson. Choose an item.
3 <input type="checkbox"/>	MKT 103 – Principles of Selling OR Choose an item.
	GLBUS 201 – Global Business: MGT 101 is the prerequisite OR Choose an item.
	GLBUS 203 – Global Marketing: MKT 101 or GLBUS 201 are the prerequisite. Choose an item.
3 <input type="checkbox"/>	LAW 101 – Business Law OR Choose an item.
	MGT 103 – Entrepreneurship Choose an item.

SEEN BY:

Completed credits

of 64 required

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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>