

AS: Marketing

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

Academic Dean Office: Dr. Carmen Martinez-Lopez CLA-201 Tel# (914) 606-6795 Email: Carmen.MartinezLopez@sunywcc.edu

Developmental Courses as required based on placement scores

<input type="checkbox"/>	ENG 91 Writing for College 1 – Score of 4 E Code 1 and below, 30.01 Choose an item.
<input type="checkbox"/>	ENG 92 Writing for College 2 – Score of 6 E Code 2, 30.02 Choose an item.
<input type="checkbox"/>	ENG 99 Writing Studio with linked ENG 101+ - Score of 6 E Code 2, 30.02 OR successful completion of ENG 91
<input type="checkbox"/>	ESL 94 Academic Writing 1 – Score of 5 or 6 E Code 6, 20.01 .
3 <input type="checkbox"/>	ESL 122 Academic Writing 2 – Score of 7 E Code 7, 21.01
<input type="checkbox"/>	MATH 92 Pre-Algebra – Arithmetic score 44 and below, Elementary Algebra 54 and below, 40.01 Choose an
OR <input type="checkbox"/>	MATH 93 Beginning Algebra – Arithmetic score 45 and above, Elementary Algebra 54 and below, 40.02 Choose an item.
	MATH 94 Foundations of Mathematical Reasoning – Arithmetic score 45 and above, Elementary Algebra 54 and below, 40.02 Choose an item.
<input type="checkbox"/>	READ 93 Foundation of College Reading – Score of 57 and below, 10.01 Choose an item.
3 <input type="checkbox"/>	READ 105 Analytical Reading – Score of 58 and higher 11.01 Choose an item.

New General Education Requirements

3 <input type="checkbox"/>	ENG 101 – Writing and Research OR ENG 101H Choose an item.
3 <input type="checkbox"/>	COMM 109 – Speech Communication OR COMM 109H Choose an item.
3 <input type="checkbox"/>	ENG 102 – Writing and Literature OR ENG 102H Choose an item.
3 <input type="checkbox"/>	PHIL 160 – Ethics Choose an item.
	MATHEMATICS GENERAL ED REQUIREMENTS – Select a 3/4 credit course: MATH 116, 117, 120, 130, 135, 138, 161, 180, 181, 191, 205, 230, PSYCH 201
3 <input type="checkbox"/> /4 <input type="checkbox"/>	
4 <input type="checkbox"/>	MATH 140 – Statistics Choose an item.
	NATURAL SCIENCE GENERAL ED REQUIREMENTS – Select a 4 credit LAB course: BIOL 101, 103, 115, 115H, 117, 117H, 121, 123, CHEM 107, 111, 113, 117, 201, 205, PHYS 101, 111, 112, 121, 122, 129 143, 143H, 151, 167+168, 292
4 <input type="checkbox"/>	
3 <input type="checkbox"/>	ECON 101 – Macroeconomics OR ECON 101H Choose an item.
3 <input type="checkbox"/>	ECON 102 – Microeconomics OR ECON 102H Choose an item.
	OTHER WORLD CIVILIZATIONS GENERAL ED REQUIREMENTS – Select a 3 credit course: ANTHR 120, 210, 215H, HIS 119, 128, 129, 131, POLSC 113, ENG 227
3 <input type="checkbox"/>	

	<p>AMERICAN HISTORY or WESTERN CIVILIZATION GENERAL ED REQUIREMENTS – Select a 3 credit course:</p> <p>ART 108, 109, HIS 101, 102, 104, 106, 110, 111, 112, 121*, 133**, 134**, POLSC 102, 104, 107</p> <p><i>*Students who complete this course cannot use HIS 133 or 134 to fulfill degree and/or general education requirements</i></p> <p><i>**Students who complete this course cannot use HIS 121 to fulfill degree and/or general education requirements</i></p>
3 <input type="checkbox"/>	

Degree Requirements	
4 <input type="checkbox"/>	ACC 119 – Financial Accounting: MATH 93 is the prerequisite. . Choose an item.
4 <input type="checkbox"/>	ACC 120 – Managerial Accounting: ACC 119 is the prerequisite. Choose an item.
3 <input type="checkbox"/>	CIS 110 – Computer Information Systems Choose an item.
3 <input type="checkbox"/>	MGT 101 – Business Organization and Management Choose an item.
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"/>	MKT 203 – Advertising: MKT 101 is the prerequisite or permission from the Curriculum or Departmental Chairperson. Choose an item.
3 <input type="checkbox"/>	MKT 207 – Consumer Behavior: MKT 101 may be a pre or co-requisite. Choose an item.
3 <input type="checkbox"/>	MKT 216 – Marketing Management: MKT 203 and 207 may be pre or co-requisites. Choose an item.
	MARKETING ELECTIVE: Select one 3 credit course. MGT 103 – Entrepreneurship, MKT 103 – Professional Selling, MKT 202 – Digital Marketing, MKT 205 – Market Research, or MKT 239 – Marketing Internship.
3 <input type="checkbox"/>	

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>