



2016-2017 Pathways Major Plan

Marketing (BS)

Department of Business and Economics
 School of Business and Information Systems
 Academic Core 2B06 | 718-262-2502

The following is a **suggested** plan of study for completion of this degree program.

The goal of a Major Plan is to ensure that students who completed an Associate's Degree (AA or AS) graduate with no more than 120 credits and within a minimum of three years.

- All students should speak with an academic advisor about their academic programs.
This document is not a substitute for academic advisement.
- Students are encouraged to take Winter and Summer courses to facilitate their progress towards graduation.
- This plan requires transfer credit for the following courses:
 - ENGL 125 (English Composition I); PSY 102 (Introductory Psychology)

	Credits		Credits
THIRD YEAR - FALL	13	THIRD YEAR - SPRING	13
College Option: Writing 300 Level	3	ACC 101: Principles of Accounting I	4
MATH 115	4	ECON 220: Introduction to Economic Statistics	3
ECON 102: Microeconomics	3	BUS 283: Business Law	3
ECON 103: Macroeconomics	3	BUS 201: Computer App in Business	3
FOURTH YEAR - FALL	16	FOURTH YEAR - SPRING	15
ACC 102 or ACC 103: Principles of Accounting II	4	MKT 347: Consumer Behavior	3
MKT 341: Introduction to Marketing	3	MKT 342: Marketing Research	3
BUS 321: Principles of Finance	3	BUS 348: Production/Operation Management	3
BUS 301: Management Theory and Practice	3	Marketing Elective	3
Marketing Elective	3	Marketing Elective	3
FIFTH YEAR - FALL	15	FIFTH YEAR - SPRING	12
MKT 343: Advertising and Public Relations	3	MKT 483 (WI): Marketing Management	3
MKT 346: International Marketing	3	BUS 481 (WI): Strategic Management	3
BUS 430: Ethics, Government & Accountability	3	Marketing Elective	3
PSY 251 or PSY 255	3	Marketing Elective	3
Marketing Elective	3		

Note: All students majoring in Marketing must take ECON 102, ECON 103, ECON 220, and MATH 115 or MATH 121 in partial fulfillment of graduation requirements. Transfer students must present or complete these courses, even though they have an Associate degree where all General Education requirements have been waived.

- York students are required to complete (pass) three (3) Writing intensive (WI) courses: two (2) in the lower division (100-200 level) and one (1) in the upper division (300-level).
- If you transferred to York College with an Associate's degree (AA, AS, AAS), or with credit for General Education requirements, you are exempt from completing two (2) of your WI courses. You must still complete one (1) WI course in the upper division within your major. If your major has no upper division WI course, you must take a WI course chosen in consultation with your major advisor.
- B.S. students must complete 60 credits of liberal arts – See Bulletin.