**Pathways Four-Year Plan**

**2013-2014**

**B.S. in Marketing**

**Department of Business and Economics**

**School of Business and Information Systems**

**The goal of a Four-Year Plan is to ensure that students graduate with no more than 120 credits and in four years.**

* All students should speak with an academic advisor about their academic programs.
* Students are encouraged to **take Winter and Summer courses** to facilitate their progress towards graduation.
* Transfer students do not need to take all courses in

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **First Year – Fall** | **12** | **First Year – Spring** | **16** |
| Health Education 111 | 3 | Math 115 | 4 |
| Economics 102 (Individual & Society) | 3 | Economics 103 | 3 |
| Business 201 | 3 | English 126 | 3 |
| English 125 | 3 | Life & Physical Science | 3 |
|  |  | Creative Experience | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Second Year – Fall** | **13** | **Second Year – Spring** | **16** |
| Economics 220 | 3 | Accounting 102 or 103 | 4 |
| Accounting 101 | 4 | Psychology 102 (Scientific World) | 3 |
| Business 283 | 3 | US Diversity in its Experience | 3 |
| World Cultures & Global Issues | 3 | Flexible Core | 6 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Third Year – Fall** | **15** | **Third Year – Spring** | **15** |
| Marketing 341 | 3 | Marketing 347 | 3 |
| Business 321 | 3 | Marketing 342 | 3 |
| Foreign Language | 3 | Business 348 | 3 |
| Writing 303 | 3 | Liberal Arts Elective(s) | 3 |
| Business 301 | 3 | Foreign Language | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Fourth Year – Fall** | **15** | **Fourth Year – Spring** | **18** |
| Marketing 343 | 3 | Marketing 483 | 3 |
| Marketing 346 | 3 | Business 481 (WI) | 3 |
| Business 430 | 3 | Marketing Elective \* | 3 |
| Psychology 251 or 253 \* | 3 | Marketing Elective \* | 3 |
| Marketing Elective \* | 3 | Free Elective | 6 |

**york.cuny.edu/pathways Total credits needed to graduate 120**

**Notes:**

Students who start at York are required to take three Writing Intensive (WI) courses: two in the lower division (100-200 level) and one in the upper division (300-400 level). Transfer students should consult with an advisor about their WI requirements.

**Marketing Electives**

\* Select from the following:

MKT 344, MKT 350, MKT 352, BUS 240, BUS 349, BUS 351, ECON 310, ECON 340, ECON 350, ECON 420, PSY 251, PSY 253, PSY 255.

One of these courses must be PSY 251 or PSY 253.

**B.S. students must complete 60 credits of liberal arts – see Bulletin**

FOR MORE INFORMATION:

Department of Business & Economics, Academic Core Bldg., Room 2B06

(718) 262-2500