**2015-2016**

**Four-Year Plan:** [**Marketing (BS)**](https://www.york.cuny.edu/produce-and-print/contents/bulletin/school-of-business-and-information-systems/business-and-economics/marketing-bs)

Department of Business and Economics

School of Business and Information Systems | York College | CUNY

Room AC-2B06 | (718) 262-2502

The following is a suggested plan of study for completion of this degree program. 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. This document is not a substitute for academic advisement.
* 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 the plan; they should consult with an academic advisor.

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **First Year – Fall** | **12** | **First Year – Spring** | **16** |
| English Composition [EC]: English 125 | 3 | English Composition [EC]: English 126 | 3 |
| Individual & Society [IS]: ECON 102 | 3 | Mathematical & Quantitative Reasoning [MQR]: MATH 115 | 4 |
| Computer Applications in Business: BUS 201 | 3 | Macroeconomics: ECON 103 | 3 |
| College Option [CO]: Health Education 111 | 3 | Life & Physical Science [LPS] Course | 3 |
|  |  | Creative Expression [CE] Course | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Second Year – Fall** | **13** | **Second Year – Spring** | **16** |
| Principles of Accounting I: ACC 101 | 4 | Principles of Accounting II: ACC 102 or 103 | 4 |
| Introduction to Economic Statistics: ECON 220 | 3 | Scientific World (SW): PSY102 | 3 |
| Business Law: BUS 283 | 3 | US Experience in its Diversity [USED] Course | 3 |
| World Cultures & Global Issues [WCGI] Course | 3 | Additional Flexible Core Course | 3 |
|  |  | Liberal Arts Elective | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Third Year – Fall** | **15** | **Third Year – Spring**  | **15** |
| Introduction to Marketing: MKT 341 | 3 | Consumer Behavior: MKT 347 | 3 |
| Principles of Finance: BUS 321 | 3 | Marketing Research: MKT 342 | 3 |
| College Option [CO]: Foreign Language+ | 3 | Production/Operation Management: BUS 348 | 3 |
| College Option: Writing Requirement: WRIT 303 | 3 | Liberal Arts Elective | 3 |
| Management Theory and Practice: BUS 301 | 3 | College Option [CO]: Foreign Language+ | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Fourth Year – Fall**  | **15** | **Fourth Year – Spring**  | **18** |
| Advertising & Public Relations: MKT 343 | 3 | Marketing Management: MKT483 (WI) | 3 |
| International Marketing: MKT 346 | 3  | Strategic Management: BUS 481 (WI) | 3  |
| Ethics, Governance & Accountability: BUS 430 | 3 | \*Marketing Elective | 3 |
| \*Marketing Elective: PSY 251 or 253 | 3 | \*Marketing Elective | 3 |
| \*Marketing Elective | 3 | Free Elective | 6 |

* 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 credit for General Education requirements, 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.
* All Marketing majors must take Economics 102, 103, 220, and Mathematics 115 in partial fulfillment of General Education Requirements and Liberal Arts Requirements. Transfer students majoring in Marketing must present or complete these courses, even though they have an Associate degree where all General Education requirements have been waived.

†Foreign Language courses are determined through placement by the World Language Department, Room 3C08.

**\*Marketing Electives**: Select (7) from the following:

MKT 344, MKT 350, MKT 351, MKT 352, BUS 240, BUS 367, BUS 349, 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.