**2016-2017**

**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** | **15** | **First Year – Spring** | **16** |
| ENG 125: English Composition I [EC] | 3 | ENG 126: English Composition II [EC] | 3 |
| ECON 102: Microeconomics [IS] | 3 | MATH 115: Mathematical & Quantitative Reasoning [MQR] | 4 |
| BUS 201: Computer Applications in Business | 3 | ECON 103: Macroeconomics | 3 |
| College Option [CO]: HE 111 | 3 | Life & Physical Science [LPS] Course | 3 |
| Additional Flexible Core Course | 3 | Creative Expression [CE] Course | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Second Year – Fall** | **13** | **Second Year – Spring** | **16** |
| ACC 101: Principles of Accounting I | 4 | ACC 102 or ACC 103: Principles of Accounting II | 4 |
| ECON 220: Introduction to Economic Statistics | 3 | Scientific World [SW]: PSY 102 | 3 |
| BUS 283: Business Law | 3 | US Experience in its Diversity [USED] Course | 3 |
| World Cultures & Global Issues [WCGI] course | 3 | Free Electives/Liberal Arts | 3 |
|  |  | Marketing Elective/LA Course\* | 3 |

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

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Fourth Year – Fall** | **15** | **Fourth Year – Spring** | **15** |
| 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/LA Course\* | 3 |
| PSY 251 or 255\*: Organizational Behavior or Psychology of Advertising | 3 | Marketing Elective\* | 3 |
| Marketing Elective\* | 3 | Free Electives/Liberal Arts | 3 |

* 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, MKT 355, BUS 240, BUS 367, BUS 349, ECON 310, ECON 340, ECON 350, ECON 420, PSY 251, PSY 255. One of these courses must be PSY 251 or PSY 255.