



## 2017-2018 Pathways Four-Year Plan

### Marketing (BS)

Department of Business and Economics  
 School of Business and Information System  
 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    |
|--|-----------|---|-----------|
| <b>First Year – Fall</b>                   | <b>15</b> | <b>First Year – Spring</b>                  | <b>15</b> |
| ENG 125: English Composition I [EC]        | 3         | ENG 126: English Composition II [EC]        | 3         |
| ECON 102: Microeconomics [IS]              | 3         | Mathematical & Quantitative Reasoning [MQR] | 3         |
| BUS 201: Computer Applications in Business | 3         | ECON 103: Macroeconomics                    | 3         |
| College Option [CO]: HE 111                | 3         | Scientific World [SW]: PSY 102              | 3         |
| Creative Expression [CE]                   | 3         | Free Electives/Liberal Arts                 | 3         |

| Course  | Credit    | Course   | Credit    |
|---|-----------|--|-----------|
| <b>Second Year – Fall</b>                     | <b>15</b> | <b>Second Year – Spring</b>  | <b>15</b> |
| ACC 101: Principles of Accounting I           | 3         | ACC 102 or ACC 103: Principles of Accounting II or Principles of Managerial Accounting | 3         |
| ECON 220: Introduction to Economic Statistics | 3         | BUS 302: International Business  | 3         |
| BUS 283: Business Law I                       | 3         | Life & Physical Science [LPS]  | 3         |
| World Cultures & Global Issues [WCGI]         | 3         | US Experience in its Diversity [USED]  | 3         |
| BUS 301: Management Theory and Practice       | 3         | Free Electives/Liberal Arts  | 3         |

| Course                                 | Credit    | Course                                   | Credit    |
|--|-----------|--|-----------|
| <b>Third Year – Fall</b>               | <b>15</b> | <b>Third Year – Spring</b>               | <b>15</b> |
| MKT 341: Introduction to Marketing     | 3         | MKT 347: Consumer Behavior               | 3         |
| FINC 321: Principles of Finance        | 3         | MKT 342: Marketing Research              | 3         |
| Additional Flexible Core               | 3         | BUS 348: Production/Operation Management | 3         |
| College Option [CO]: Foreign Language† | 3         | College Option [CO]: Foreign Language†   | 3         |
| Free Electives/Liberal Arts            | 3         | Free Electives/Liberal Arts              | 3         |

| Course                                       | Credit    | Course                             | Credit    |
|--|-----------|------------------------------------|-----------|
| <b>Fourth Year – Fall</b>                    | <b>15</b> | <b>Fourth Year – Spring</b>        | <b>15</b> |
| MKT 346: International Marketing             | 3         | MKT 483 (WI): Marketing Management | 3         |
| BUS 430: Ethics, Governance & Accountability | 3         | Marketing Elective                 | 3         |
| MKT 355: Digital Marketing                   | 3         | Free Elective/Liberal Arts         | 3         |
| BUS 481 (WI): Strategic Management           | 3         | Free Electives/Liberal Arts        | 3         |
| Free Electives/Liberal Arts                  | 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 (300-400 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.

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

\* ECON 102 may also be taken to fulfill the Flexible Core: Individual and Society requirement.

\*\* BUS 481 may also be taken toward fulfillment of the College Option Core: Writing Intensive requirement.

\*\*\* Students interested in taking PSY 251 or PSY 255 need to take PSY 102 as a prerequisite and consult with their advisor prior to registering for this course. PSY 102 may also be taken to fulfill the Flexible Core: Scientific World requirement.

- Students who have completed the Required Core: Mathematical and Quantitative Reasoning requirement will be prepared to take all courses in the Marketing program

### Marketing Electives

\* Select (1) from the following: BUS 240, BUS 349, BUS 367, BUS 491, ECON 310, ECON 340, ECON 350, ECON 420, MKT 343, MKT 344, MKT 345, MKT 350, MKT 351, MKT 352, PSY 251, PSY 255