**2021-2022**

**Degree Map:** [**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 Degree Map 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** | **15** |
| ENG 125: English Composition I [EC] | 3 | ENG 126: English Composition II [EC] | 3 |
| Mathematical & Quantitative Reasoning [MQR] | 3 | ECON 103: Macroeconomics | 3 |
| BUS 201: Computer Applications in Business | 3 | MKT 341: Introduction to Marketing | 3 |
| ECON 102: Microeconomics [IS] | 3 | Scientific World [SW] | 3 |
| College Option [CO]: HE 111 | 3 | Creative Expression [CE] | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Second Year – Fall** | **15** | **Second Year – Spring** | **15** |
| ACC 101: Principles of Accounting I | 3 | ACC 102: Principles of Accounting II OR ACC 103: Principles of Managerial Accounting | 3 |
| BUS 160: Introduction to Business OR BUS 220: Cyber Security Management | 3 | BUS 283: Business Law & Ethics | 3 |
| BUS 301: Management Theory and Practice | 3 | Life & Physical Science [LPS] | 3 |
| ECON 220: Introduction to Economic Statistics | 3 | US Experience in its Diversity [USED | 3 |
| World Cultures & Global Issues [WCGI] | 3 | Free Electives/Liberal Arts | 3 |

| Course | Credit | Course | Credit |
| --- | --- | --- | --- |
| **Third Year – Fall** | **15** | **Third Year – Spring** | **15** |
| MKT 342: Marketing Research | 3 | MKT 346: International Marketing | 3 |
| FINC 321: Principles of Finance | 3 | MKT 355: Digital Marketing | 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 |
| --- | --- | --- | --- |
| **Fourth Year – Fall** | **15** | **Fourth Year – Spring** | **15** |
| MKT 347: Consumer Behavior | 3 | MKT 483 (WI): Marketing Management | 3 |
| MKT 349: Marketing and Societal Well-Being | 3 | Marketing Elective | 3 |
| Marketing Elective | 3 | Free Elective/Liberal Arts | 3 |
| Free Electives/Liberal Arts | 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-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/MKT 483 may also be taken toward fulfillment of the College Option Core: Writing Intensive requirement.

* Students who have completed the Required Core: Mathematical and Quantitative Reasoning requirement will be prepared to take all courses in the Business Administration program.

Creative Expression [CE]