

CUNY PATHWAYS BBA in Marketing Management (Advertising & Marketing Communication)

ELIGIBILITY REQUIREMENTS: In order for a student to be admitted to a program plan in the Zicklin School of Business, s/he must complete the following courses (marked with *) with an overall GPA of at least 2.25: ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, MTH 2205 (or equivalent), and STA 2000. All required pre-business courses are highlighted below. In addition, students must have completed a minimum of 45 credits overall (including the above eight courses) with an overall Baruch GPA of at least 2.25. Included in the 45 credits must be ENG 2150 and COM 1010.

Liberal Arts – 62 Credits

REQUIRED CORE (12-13 credits)

English Composition (both required) 6 Credits	<ul style="list-style-type: none"> *ENG 2100: Writing I ENG 2150: Writing II 	Quantitative Skills (one required) 3 Credits	<ul style="list-style-type: none"> *MTH 2205: Applied Calculus II MTH 2207: Applied Calculus and Matrix Applications MTH 2610: Calculus I
Life and Physical Sciences (one required) 3 Credits	<ul style="list-style-type: none"> BIO 1012: Fundamentals of Biology: Human Biology Laboratory BIO 1016: Fundamentals of Biology: Laboratory Research in Genetics, Evolution, and Ecology CHE 1004: Fundamentals of Chemical Laboratory Techniques ENV 1004: Fundamentals of Ecological Research PHY 2001: Fundamentals of Experimental Physics 	<ul style="list-style-type: none"> BIO 2010: Principles of Biology I CHM 2003: General Chemistry I PHY 2003: General Physics I PHY 3010: Quantitative Physics I 	

REQUIRED LIBERAL ARTS PRE-BUSINESS COURSES (12 credits)

• COM 1010: Speech Communication	• ECO 1001: Microeconomics	• ECO 1002: Macroeconomics	• STA 2000: Business Statistics I
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FLEXIBLE CORE (18 credits)

Six courses required. Choose one from each of the 5 categories and 1 additional course in World Cultures and Global Issues, U.S. Experience in its Diversity, or The Individual and Society. No more than one course may be taken from any one department, discipline, or interdisciplinary field. (Example: Cannot take two HIS)

World Cultures and Global Issues	<ul style="list-style-type: none"> HIS 1001: Themes in Global History to 1500 C.E. HIS 1003: Themes in Global History since 1500 C.E. POL 2260: Introduction to Comparative Government 	<ul style="list-style-type: none"> POL 2001: The United States in an Age of Globalization ANT 1001: Introduction to Cultural Anthropology LTS 1003: Latin America: An Institutional and Cultural Survey
U.S. Experience in its Diversity	<ul style="list-style-type: none"> BLS 1003: The Evolution and Expressions of Racism HIS 1000: Themes in American History HIS 1005: Modern American History 	<ul style="list-style-type: none"> POL 2332: American Political Thought POL 1101: American Government: Practices and Values PAF 1250: Citizenship and Public Affairs
Creative Expression	<ul style="list-style-type: none"> ART 1000: Introduction to Design and Visual Communication ART 1011: Art History Survey I ART 1012: Art History Survey II MSC 1003: Music in Civilization MSC 1005: Principles of Music THE 1041: Introduction to Theater Arts 	The Individual and Society
		<ul style="list-style-type: none"> PHI 1500: Major Issues in Philosophy PHI 1600: Logic and Moral Reasoning PHI 1700: Global Ethics SOC 1005: Introductory Sociology
Scientific World	<ul style="list-style-type: none"> BIO 1011L: Fundamentals of Biology: Human Biology Lecture BIO 1015L: Fundamentals of Biology: Genetics, Evolution, and Ecology Lecture CHE 1003L: Fundamentals of Chemistry ENV 1003L: Fundamentals of Ecology PHY 2002L: Fundamentals of Physics: Theory and Practice 	<ul style="list-style-type: none"> BIO 2010: Principles of Biology I CHM 2003: General Chemistry I PHY 2003: General Physics I PHY 3010: Quantitative Physics I PSY 1001: General Psychology

REQUIRED COLLEGE OPTION / LIBERAL ARTS MINOR (12 credits)

• Course 1: ENG/CMP 2800/2850: Great Works of Literature	• Course 3: 2 nd 3000-level liberal arts course towards the same liberal arts minor
• Course 2: 4000-level CIC "capstone" course for one of the liberal arts minors	• Course 4: 1 st 3000-level liberal arts course towards the same liberal arts minor

* 2nd degree students are waived from the college options/ liberal arts minor requirement.

LIBERAL ARTS ELECTIVES & FREE ELECTIVES

8 Liberal arts elective credits to fulfill 62-credit liberal arts requirement, and 8 free elective credits to fulfill graduation requirement of 124 credits.

All candidates for the BBA degree must complete 4 communication-intensive courses (12-15 credits), including 1 in the major field of study.

Business - 54 credits

REQUIRED BUSINESS COURSES (30 credits)

Pre-Business Courses

*ACC 2101	Principles of Accounting
BUS 1011	Business Fundamentals: The Contemporary Business Landscape
*CIS 2200	Introduction to Information Systems and Technologies
*LAW 1101	Fundamentals of Business Law

Business Base

ACC 2203	Principles of Managerial Accounting <i>(required for Non-Accounting majors)</i>
BPL 5100	Business Policy
FIN 3000	Principles of Finance
MGT 3120	Fundamentals of Management
MGT 3121	Service Operations Management
MKT 3000	Marketing Foundations

REQUIRED IN MAJOR (24 credits)

Required Courses (12 Credits)

MKT 3520	Advertising and Marketing Communications
MKT 3600	Marketing Research
MKT 3605	Consumer Behavior
MKT 5750	Marketing Strategy

Elective Courses (12 credits)

Choose any four courses from the following:

MKT 4120	Media Planning
MKT 4123	Marketing Web Analytics and Intelligence
MKT 4131	Persuasive Communication Techniques & Strategies
MKT 4151	Direct and Interactive Marketing
MKT 4160	Advertising account Management
MKT 4171	Public Relations
MKT 4493*	Special Topics in Advertising and Marketing Communications
MKT 4540	Branding
MKT 4555	Internet Marketing
MKT 4557	Digital Advertising
MKT 4561	Marketing Analytics
MKT 4876	Advertising Account Planning
MKT 4966	Social Media Marketing and New Ventures
MKT 5150	Advertising Campaigns I: Ad Competition
MKT 5151	Advertising Campaigns II: Ad Competition
MKT 5200	Marketing Consulting Practicum

* May be taken more than once if a different topic is dealt with. Topics are announced in Schedule of Classes.

The following courses **do not** count towards fulfilling the requirements for the Advertising track or the marketing major. However, students interested in advertising may wish to consider taking one or more of the following:

ART 2050	Basic Graphic Communication: Design and Advertising Layout
ART 3050	Intermediate Graphic Communication: Layout and Pub Design

CUNY PATHWAYS

DIY Checklist

BBA IN ADVERTISING AND MARKETING COMMUNICATION PROGRAM (124 credits)

LIBERAL ARTS (62 Credits)

REQUIRED Common Core

English Composition (both required, 6 credits)	Credits Earned	Grade
* ENG 2100		
ENG 2150		
Quantitative Skills (1 required, 3 or 4 credits)	Credits Earned	Grade
* MTH 2205/2207/2610		
Life and Physical Sciences (1 required, 3 credits)	Credits Earned	Grade
BIO 1012/1016/2010		
CHM 1004/2003		
ENV 1004		
PHY 2001/2003/3010		
TOTAL		

FLEXIBLE Common Core (18 credits)

Six courses required. One course from each of the 5 categories and 1 additional course in any category. Choose at least one course from each category; no more than one course from any one department, discipline, or interdisciplinary field

World Cultures and Global Issues	Credit Earned	Grade
ANT 1001		
HIS 1001/1003		
HSP/LTS 1003		
POL 2001/2260		
U.S. Experiences in Its Diversity	Credit Earned	Grade
BLS 1001		
HIS 1000/1005		
PAF/PUB 1250		
POL 1101/2332		
Creative Expression	Credit Earned	Grade
ART 1000/1011/1012		
MSC 1003/1005		
THE 1041		
Individual and Society	Credit Earned	Grade
PHI 1500/1600/1700		
SOC 1005		
Scientific World	Credit Earned	Grade
BIO 1011L/1015L/2010		
CHM 1003L/2003		
ENV 1003L		
PHY 2002L/2003/3010		
PSY 1001		
Sixth Course (from one of the 5 groups above)	Credit Earned	Grade
TOTAL		

Required Liberal Arts Pre-Business Courses	Credits Earned	Grade
COM 1010		
* ECO 1001		
* ECO 1002		
* STA 2000		
TOTAL		

COLLEGE OPTION/LIBERAL ARTS MINOR

6-12 credits	Credits Earned	Grade
ENG/CMP 2800/2850		
4000-level CIC Capstone		
2nd 3000-level		
1st 3000-level		
TOTAL		

Liberal Arts Electives	Credits Earned	Grade
TOTAL		

*Make sure to check prerequisites to all courses before registering.

BUSINESS (54 Credits)

REQUIRED Business Courses

Additional Pre-Business Courses	Credit Earned	Grade
* ACC 2101		
BUS 1011		
* CIS 2200		
* LAW 1101		
TOTAL		

Business Base	Credit Earned	Grade
ACC 2203		
BPL 5100 (USR status)		
FIN 3000		
MGT 3120		
MGT 3121		
MKT 3000		
TOTAL		

Major (24 Credits)	Credit Earned	Grade
MKT 3520		
MKT 3600		
MKT 3605		
MKT 5750		
12 Major Elective Credits		
TOTAL		

Free electives (3-15 credits)	Credit Earned	Grade
TOTAL		