**ZICKLIN ADMISSION REQUIREMENTS:** Students have three possible paths for admission into the Zicklin School of Business to pursue the Bachelors of Business Administration (BBA) degree. (Detailed info, [https://zicklin.baruch.cuny.edu/eligibility-admission-criteria](https://zicklin.baruch.cuny.edu/eligibility-admission-criteria))

Path 1 – Direct Admission:
Students who have been admitted to the following programs at Baruch and declared an intended BBA plan are eligible to be admitted into the Zicklin BBA program.

This includes Macaulay honors, Baruch scholars, Provost scholars (transfer students and current Baruch students), inquiry scholars, and Dean’s Scholars.

Path 2 – Early Entry:
Students need to satisfy the following criteria:
1. Completion of 4 pre-business courses (ACC 2101, ECO 1001, ECO 1002, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 4 courses
2. Completion of at least 30 credits with an overall Baruch GPA of 2.25 or higher
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

Path 3 – Regular Entry:
Students need to satisfy the following criteria:
1. Completion of COM 2100 and ENG 2150
2. Completion of 7 pre-business courses (ACC 2101, CIS 2200, ECO 1001, ECO 1002, ENG 2100, LAW 1101, STA 2000) with a minimum average GPA of 2.25 GPA or higher in the 7 courses

**BUSINESS – 58.5 Credits**

**REQUIRED BUSINESS COURSES (34.5 credits)**

- ACC 2203 Principles of Managerial Accounting
- BPL 5100 Business Policy (graduating senior course)
- CIS 2200 Introduction to Information Systems and Technologies
- FIN 2000 Principles of Financial Planning and Individual Investing
- FIN 3000 Principles of Finance
- LAW 1101 Fundamentals of Business Law
- MGT 3120 Fundamentals of Management
- MKT 3000 Marketing Foundations
- OPM 3000 Service Operations Management
- QNT 2020 Foundations of Predictive Analytics and Decision Modeling

*Admitted Zicklin students must complete these 10 courses to take 4000-level business courses.

Note: COM 3021, FIN 3000 and BUS 2000 will be added to this list from Spring 2022, pending the Board of Trustees approval.

**REQUIRED COURSES IN MAJOR (12 credits)**

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

**ELECTIVES IN MAJOR (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 449P Special Topics in Advertising and Marketing Communications
- MKT 4549 Branding
- MKT 4555 Internet Marketing
- MKT 4557 Digital Advertising
- MKT 4561 Marketing Analytics
- MKT 4567 Advertising Account Planning
- MKT 4566 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

**Updated 3/10/2021**