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.

### ZICKLIN ADMISSION REQUIREMENTS:

Path 1 – Direct Admission:

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

Path 2 – Early Entry:

This includes interdisciplinary field. Please note that some departments offer courses in more than one area.

**Flexible Core** is made up of six liberal arts and sciences courses, with at least one course from each of the following five areas.

- **English Composition (both required)**
  - ENG 2101: Writing I
  - ENG 2150: Writing II
- **Mathematical and Quantitative Reasoning (one required)**
  - MTH 2001: Pre-calculus and Elements of Calculus
  - MTH 2009: Pre-calculus
- **Life and Physical Sciences (one required)**
  - 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

Statistics and Quantitative Modeling majors are required to complete one of the calculus courses: MTH 2200, MTH 2207, MTH 2210.

Path 3 – Regular Entry:

Students need to satisfy the following criteria:
1. Completion of COM 2020 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
3. Completion of at least 45 credits with an overall Baruch GPA of 2.25 or higher

### REQUIRED BUSINESS COURSES (34.5 credits)

- ACC 2101: Principles of Accounting
- ACC 2203: Principles of Managerial Accounting
- BUS 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
- MKT 3120: Fundamentals of Management
- MKT 3000: Marketing Foundations
- OPM 2000: 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 2000 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 3600: Marketing Research
- MKT 3605: Consumer Behavior
- MKT 4561: Marketing Analytics
- MKT 5750: Marketing Strategy

### ELECTIVE COURSES (12 credits)

Choose four (4) courses of 3 credits each from the following, two of which must be marketing (MKT) courses.

- MKT 4120: Media Planning
- MKT 4123: Marketing Web Analytics and Intelligence
- MKT 4151: Direct Marketing I: Strategies and Tactics
- MKT 4200: Search Marketing
- MKT 4555: Internet Marketing
- MKT 4620: Text Analytics for Marketing
- MKT 4630: Marketing Analytics with Big Data
- MKT 4693*: Special Topics in Marketing Analytics
- MKT 5000: Independent Study
- STA 4155: Regression and Forecasting Models for Business Applications
- CIS 3120: Programming for Analytics
- CIS 4170: Data Visualization
- CIS/JST 3920: Data Mining for Business Analytics

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

#### CUNY PATHWAYS

**BBA in Marketing Management (Marketing Analytics) (124 credits)**

Read about the Flexible Core and Liberal Arts options here: [https://www.baruch.cuny.edu/academicinfo/pathwaysatbaruch/aspectivecore.htm](https://www.baruch.cuny.edu/academicinfo/pathwaysatbaruch/aspectivecore.htm)

### REQUIRED LIBERAL ARTS PRE-BUSINESS COURSES (13 credits)

- **COM 2020:** Introduction to Business Communication
- **COM 3021:** Professional Speech Communication
- **ECO 1001:** Microeconomics
- **ECO 1002:** Macroeconomics
- **STA 2000:** Business Statistics I

**LIBERAL ARTS ELECTIVES AND FREE ELECTIVES**

- 1.5 Liberal arts elective credits to fulfill 57 credits liberal arts requirement and 8.5 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.

Updated 03/10/2021