# Baccalaureate Degree (Minimum 125 Credits)  Worksheet for MARKETING, B.S.  Dept. of Business Administration

**COMMON CORE:**  14 Credits  
- Analytical Reading/Writing  WRT102  
- Academic Writing  WRT202  
- Human Communication  CM104  
- Applied Calculus  MAT120  
- Physical Education (2 crs.)  

**AREA DISTR. REQUIREMENTS:**  
- **I. Fine Arts & Humanities**  6 Credits  
- **II. Social & Behav. Sciences**  
- **III. Laboratory Sciences**  6-8 Credits  
- **IV. Amer./West. Civ., Amer. Govt.**  6 Credits  
- **V. Int’l. Studies/Foreign Lang.**  6 Credits  

**REQUIRED MAJOR COURSES:**  69 Credits  
- **Gen. Business Component:**  (45 Credits)  
  - Principles of Marketing  MKT100  
  - Principles of Management  MGT150  
  - Principles of Econ. (Macro)  ECO200  
  - Principles of Econ. (Micro)  ECO201  
  - Financial Accounting  ACC220  
  - Managerial Accounting  ACC225  
  - Legal Environment of Bus.  BUS260  
  - Business Statistics I  OBA260  
  - Business Statistics II  OBA265  
  - Managerial Finance I  FIN300  
  - Management Info. Systems  IFS305  
  - Operations Management  SCM600  
  - Integrated Business Exp.  BUS494  
  - Business Strategy  BUS495  
  - International Marketing  IBS370  
- **Marketing Component:**  (24 Credits)  
  - Mkt Measurement/Analysis  MKT210  
  - Marketing Research  MKT450  
  - Marketing Policies/Strategies  MKT475  
  - 15 credits Marketing Electives (3 courses must be at 300 level or above)  
- **Elective Sequence:**  (optional minor)  
  - (MKT prefix courses count as marketing electives)  
  - (ART & CM prefix courses count as free electives)  
- **Advertising Minor:**  MKT330, MKT360, MKT390, 2 electives from ART110, ART134, ART215, ART246, CM120  
- **Hospitality Marketing Minor:**  CM221, CM224, MKT325, MKT345  
- **Marketing Communication Minor:**  MKT220, CM221, MKT330, MKT355  
- **Marketing Management Minor:**  MKT335, MKT340, MKT350, MKT360  
- **Retailing Minor:**  MKT230, MKT320, MKT355, 2 electives from MKT220, MKT310, MKT340, MKT360  

**IT Competency:**  
- Info Tech Competency  IFS100  
- or Personal Computing  IFS105  

(All business students must establish Information Technology (IT) competency by passing an IT Competency Exam or completing IFS105 Personal Productivity Computing with a “2.0” or better within the first 30-credits completed at York College.)

A cumulative grade point average of “2.0” or better is required in the General Business Component courses and in the Marketing component courses.

At least four 300-400 level Marketing courses must be taken at York College.

Any course that is a prerequisite course must be passed with at least a “2.0” before its post-requisite course may be attempted. A student who has received less than a “2.0” in any prerequisite business administration course will be permitted to repeat the course a maximum of two additional times (three total attempts). Withdrawing from a course does not count in the “attempts” total.

**NOTES:**

1. All courses must be completed with a minimum “2.0” grade. Courses may not be taken on a pass/fail basis.  
2. A minimum of 12 credits of the Area Distribution Requirements must be at the 200-level or above. Courses may not be taken on a pass/fail basis. See Registrar’s Office for official list of courses.  
3. Six credits are to be taken in one of these two areas; if foreign language is selected, six credits must be in one language.  
4. Twelve of these elective credits must be taken outside of the Dept. of Business Administration. The remaining electives may be used to complete a minor.  
5. Requirements listed apply to students who matriculate into or declare this major during the 2012-2013 academic year.