

	Course No.	Course Title	Credits	Co/Pre-reqs	Year / Semester Taken
q	BUS 100	The Contemporary Workplace	3	Co-Req: WRIT 101	
☐	BUS 210	Marketing	3	Pre-Req: WRIT 101 or WRIT 201	
☐	ECO 210	Principles of Macroeconomics	3	Pre-Req: WRIT 101	
☐	ECO 213	Principles of Microeconomics	3	Pre-Req: WRIT 101 or WRIT 201	
☐	ACCT 215	Principles of Accounting I	3	Pre-Req: MATH 109	
☐	ACCT 217	Principles of Accounting II	3	Pre-Req: ACCT 215	
☐	BUS 224	Statistics for Business	3	Pre-Req: MATH 113 or higher	
☐	BUS 277	The Legal Environment of Business	3	Pre-Req: WRIT 102 or WRIT 201	
☐	BUS 309	Financial Management	3	Pre-Req: ACCT 217 & BUS 224 or permission of dept.	
☐	BUS/PSYCH 316	Organizational Behavior	3	Pre-Req: WRIT 102 or WRIT 201, and any one of the following: BUS 100, PSYCH 101, PSYCH 102	
☐	IT 330	Business Management & Information Technology	3	Pre-Req: Bus 100, ACCT 215 & BUS 210; either ECO 210 or ECO 213; and majors only	
☐	BUS 403	Strategic Management	3	Pre-Req BUS 210, IT 330, BUS 316, & ECO 210 or 213, completion of 89 credits, and business majors only	

MARKETING

☐	BUS 335	Digital Marketing	3	Pre-Req: WRIT 102 or 201 & BUS 210 or BUS 225	
☐	BUS 345	Marketing Research	3	Pre-Req: WRIT 102 or WRIT 201; BUS 210 or consent of department	
☐	BUS 378	Consumer Behavior	3	Pre-Req: WRIT 102 or WRIT 201; either BUS 210 or BUS 225	

Select (3) courses from the following list:

BUS 207 Entrepreneurship	BUS/COMM 306 Advertising & Society (CP, UP)	BUS/ECO 351 International Business (IP)
BUS 225 The Business of Fashion	BUS 313 Sales Management	BUS 352 International Marketing (IP)
BUS/COMM 232 Advertising	BUS 327 Retail Management	BUS 311 Visual Merchandising
BUS 293 Public Relations	BUS 329 The Social Psychology Of Dress (CP)	BUS 331 Fashion Marketing & Branding

☐			3	
☐			3	
☐			3	

Marketing Major**54****Electives (24-27credits)**

	Course No.	Course Title	Credits	Year / Semester Taken
☐			3	
☐			3	
☐			3	
☐			3	
☐			3	
☐			3	
☐			3	
☐			3	
☐			3	

Total Number of Credits Required for Graduation**120**

BUSINESS DIVISION
8 Semester Academic Plan
B.S. MARKETING

(Note: Courses with an * should be taken in the semester indicated)

Freshman Year- Review your degree requirements; consider adding a minor			
Fall:		Spring:	
WRIT 101 Writing Seminar I or WRIT 201	3	WRIT 102 Writing Seminar II (or elective course if WRIT 201 was taken)	3
MATH 113 Quantitative Reasoning (or higher)	3	DS Course	3
NYC Seminar (DS course) - if a business course does not count as such ¹	3	DS Course	3
ACCT 215 Principles of Accounting I	3	BUS 210 Marketing	3
BUS 100 The Contemporary Workplace	3	ACCT 217 Principles of Accounting II	3
Total	15	Total	15
Sophomore Year- Begin to explore internship or study abroad opportunities			
Fall:		Spring:	
DS Course	3	BUS 277 Legal Environment of Business	3
DS Course	3	ECO 210/213 Principles of Macro/Microeconomics	3
Marketing Elective	3	Marketing Elective	3
BUS 224 Statistics for Business	3	BUS 316 Organizational Behavior	3
ECO 210/213 Principles of Macro/Microeconomics	3	Elective or Internship	3
Total	15	Total	15
Junior Year- Meet with Career Services or your Advisor to begin exploring graduate school and/or job market opportunities			
Fall:		Spring:	
AIP Course	3	AIP Course	3
AIP Course	3	AIP Course	3
BUS 335 Digital Marketing	3	BUS 378 Consumer Behavior *	3
IT 330 Bus Mgmt & Information Tech	3	BUS 309 Financial Management*	3
BUS 345 Marketing Research *	3	Elective or Internship	3
Total	15	Total	15
Senior Year- Review your graduation requirements; begin applying for jobs and/or graduate school			
Fall:		Spring:	
Marketing Elective	3	AIP Course	3
BUS 403 Strategic Management	3	Elective or Internship	3
AIP Course	3	Elective/Minor Course	3
Elective or Internship	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course	3
Total	15	Total	15
Important Notes:			
This plan may be subject to change, due to curriculum changes, course availability or advisor modification.			
NOTE: Marketing majors must pass MATH 113 with at least a C minus or pass a higher -level math course.			
NOTE: OPEN ELECTIVE credits must be chosen such that a total of 60 credits are in the liberal arts.			
NOTE: Since some of the courses have prerequisites, the specific program should be arranged in close collaboration with a business faculty advisor.			
NOTE: A student receiving a grade of D in a required or elective course for the major must repeat the course.			
NOTE: Marketing majors may not double major in Business with the fashion marketing concentration or the advertising and promotions concentration.			

¹ There are certain Business courses that are cross-listed as NYC seminars. These courses fulfill both requirements