

STUDENT NAME	ESC GPA	NYC GPA	ID NUMBER	DATE (semester)

**MARKETING**

**General Education - 30 credits**

COURSE	credits	adv	liberal	n/I	GRADE	EARNED CREDITS
<b>You must take these 6 courses = 18 credits</b>						
1 Intro to College Reading and Writing	3	no	yes			
2 Effective Reading & Writing	3	no	yes			
3 Math	3					number of general education COURSES left to take
4 US History	3					<b>10</b>
5 Natural Science course	3					
6 Diversity course	3					
<b>Select 3 of the following 5 areas = 9 credits</b>						
1 Social Science course	3					number of general education CREDITS left to take
2 Western Civilization course	3					<b>30</b>
3 Other World Civilizations	3					
4 Humanities course	3					
5 Arts course	3					
<b>Take 1 course from any category = 3 credits</b>						
GenEd elective course	3					
<b>Total Credits Earned:</b>						<b>0</b>

**New York College Concentration Prerequisites**

COURSE	credits	adv	liberal	n/I	GRADE	EARNED CREDITS
1 Managerial Accounting	3			yes		
2 Financial Accounting	3			yes		
3 Statistics for Business	3	yes	yes			number of NYC concentration COURSES left to take
4 Principles of Management	3			yes		<b>13</b>
5 Principles of Marketing	3			yes		
6 Intro Microeconomics	3			yes		
7 Intro Macroeconomics	3			yes		
8 Business Law	3			yes		number of NYC concentration CREDITS left to take
9 Management Information Systems	3	yes		yes		<b>40</b>
10 Corporate Finance	3	yes		yes		
11 Organizational Behavior	4	yes		yes		
12 Money & Banking	3	yes	yes			
13 Economics of the European Union	3	yes	yes			
<b>Total Credits Earned:</b>						<b>0</b>

**Recommended Electives - liberal!**

COURSE	credits	adv	liberal	n/I	GRADE	EARNED CREDITS
Digital and Social Media Marketing						
Marketing for Nonprofit Organizations						number of ELECTIVE CREDITS left to take
Advertising						<b>18</b>
Brand Management						
Direct Marketing						number of ELECTIVE COURSES left to take
Internet Marketing						<b>6</b>
Sales Management						
E-commerce						
New Product Development						
<b>Total Credits Earned:</b>						<b>0</b>

**Empire State College Concentration Courses - 32 credits**

COURSE	credits	adv	liberal	n/I	GRADE	EARNED CREDITS
1 Ethics for a Global Economy	4	yes	yes			
2 Marketing Strategy	4	yes		yes		
3 Consumer Behavior	4	yes		yes		number of ESC concentration COURSES left to take
4 International Marketing	4	yes		yes		<b>8</b>
5 Marketing Management	4	yes		yes		
6 Marketing Research	4	yes		yes		
7 Marketing Communication						number of ESC concentration CREDITS left to take
<b>Total Credits Earned:</b>						<b>0</b>

**Electives**

8 Advanced PR						<b>32</b>
<b>Total Credits Earned:</b>						<b>0</b>
<b>Foreign Language(s) credits</b>						<b>4</b>
<b>Other CBE credits</b>						<b>4</b>
<b>CREDITS EARNED OF 124 REQUIRED</b>						<b>4</b>
<b>CREDITS LEFT TO TAKE:</b>						<b>120</b>