

STUDENT NAME	NYC GPA	ID NUMBER	DATE (semester)
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MARKETING - valid from spring 2012 - COURSES WITH D GRADES DO NOT TRANSFER

General Education - 30 credits

COURSE	CREDITS	TYPE	STATUS	GRADE	EARNED CREDITS
You must take these 5 courses = 15 credits					
1 Composition I	3	*			
2 Composition II	3	*			
3 College Algebra (required)	3	*			
4 US History course	3	*			
5 Computer Applications I	3				

number of general education
COURSES left to take

10

Select 4 of the following 6 areas = 12 credits

1 Natural Science course	3	*			
2 Psychology of Adjustment (required)	3	*			
3 Western Civilization course	3	*			
4 Other World Civilizations	3	*			
5 Humanities course	3	*			
6 Arts Course	3	*			

number of general education
CREDITS left to take

30

Take 1 course from any category = 3 credits

Elective general education course

3
Total Credits Earned: 0

New York College Concentration Prerequisites - 46 credits (plus any concentration relevant electives)

COURSE	CREDITS	TYPE	STATUS	GRADE	EARNED CREDITS
1 Statistics for Business (prereq. College Algebra)	3	*(+)	BOTH		
2 Greek Business and Labour Law	4		FALL		
3 Principles of Marketing	3		FALL		
4 Principles of Management	3		SPRING		
5 Principles of Advertising	3		SPRING		
6 Intro. Microeconomics	3	*	FALL		
7 Intro. Macroeconomics	3	*	SPRING		
8 Financial Accounting	3		FALL		
9 Managerial Accounting	3	*(+)	SPRING		
10 Economics of the European Union	3	*(+)	FALL		
11 Management Information Systems	3	*	SPRING		

number of NYC concentration
COURSES left to take

15

number of NYC concentration
CREDITS left to take

50

Advanced level courses to be taken after student has earned 40 credits and taken introductory level prerequisite courses

12 Corporate Finance (prereq. Financial Accounting) (formerly ESC)	4	*(+)	FALL		
13 Money & Banking (formerly ESC)	4	(+)	FALL		
14 Organiz. Behav. (pre-req. Psyc. of Adj.) (formerly ESC)	4	(+)	FALL		
15 Service Marketing (formerly ESC)	4	*(+)	SPRING		

Total Credits Earned: 0

Elective credits (either or both NYC and ESC)

COURSE	CREDITS	TYPE	STATUS	GRADE	EARNED CREDITS
Recommended Electives					
Operations Management (formerly ESC)	4				
Human Resource Management (formerly ESC)	4		SPRING		
Intro to Sociology (required for Soc & Econ Dev.)	3		FALL		
Social & Econ. Dev. (pre-req. Intro Soc.)	3		SPRING		

number of **ELECTIVE CREDITS**
left to take

8

Total Credits Earned: 0

Empire State College Concentration Courses - 32 credits

COURSE	CREDITS	TYPE	STATUS	GRADE	EARNED CREDITS
1 Advanced Marketing (pre-req: Cons. Beh.)	4	(+)	fall		
2 Consumer Behav. (pre-req. Psyc. of Adj.)	4	*(+)	fall		
3 International Marketing	4	(+)	spring		
4 Ethics for a Global Economy	4	*(+)	fall & summer		
5 Marketing Management (pre-req.: Adv. Mktg)	4	*(+)	spring		
6 Marketing Research	4	(+)	spring		
7 Strategic Marketing (final semester)	4	(+)			

number of ESC concentration
COURSES left to take

8

number of ESC concentration
CREDITS left to take

32

Total Credits Earned: 0

Foreign Language(s) credits Total Credits Earned: 4

Other CBE credits Total Credits Earned: 4

CREDITS EARNED OF 124 REQUIRED 4

CREDITS LEFT TO TAKE: 120