

STUDENT NAME	ESC GPA	NYC GPA	ID NUMBER	SEMESTER

BUSINESS COMMUNICATION
General Education - 30 credits

COURSE	credits	semester	GRADE	EARNED CREDITS
You must take these 6 courses = 18 credits				
1 Intro to College Reading and Writing	3			
2 Effective Reading & Writing	3			
3 Math	3			
4 US History and Civic Engagement	3			
5 Natural Science course	3			
6 Diversity course	3			
				number of general education COURSES left to take
				9
Select 2 of the following 5 areas = 6 credits				
1 Social Science course	3			
2 World Languages	4	through the Greek HSD	4	
3 World History & Global Awareness	3			
4 Humanities course	3			
5 Arts course	3			
				number of general education CREDITS left to take
				27
Take 2 courses from any category = 6 credits				
GenEd elective course 1	3			
GenEd elective course 2	3			
Total Credits Earned:				4

New York College Concentration Prerequisites

COURSE	credits	semester	GRADE	EARNED CREDITS
1 Principles of Advertising	3			
2 Advanced Writing & Research	3			
3 Statistics I	3			
4 Principles of Management	3			
5 Principles of Marketing	3			
6 Intro Microeconomics	3			
7 Intro Macroeconomics	3			
8 Business Law	3			
9 Intro to Business Communication	3			
10 History of Mass Media	3			
11 Public Relations	3			
12 Organizational Behavior	4			
13 Communication Among Cultures	3			
14 Management Information Systems	3			
15 Financial Accounting	3			
16 Managerial Accounting	3			
				number of NYC concentration COURSES left to take
				16
				number of NYC concentration CREDITS left to take
				49
Total Credits Earned:				0

Suggested elective courses

COURSE	credits	semester	GRADE	EARNED CREDITS
Human Resource Management	3			
Theories of Human Communication	3			
Social & Economic Development	3			
Intro to Sociology	3			
Interpersonal Communication	3			
Intro to Speech Communication	3			
Advanced Speech Communication	3			
				number of ELECTIVE CREDITS left to take
				12
				number of ELECTIVE COURSES left to take
				4
Total Credits Earned:				0

Empire State College Concentration Courses - 32 credits

COURSE	credits	semester	GRADE	EARNED CREDITS
1 Business Ethics	4			
2 Social Media Communication	4			
3 Advanced Public Relations	4			
4 Global Strategies	4			
5 Marketing Communications: Advertising & Prc	4			
				number of ESC concentration COURSES left to take
				8
Electives				
Communications Analysis	4			
Communications Decisions	4			
Media Interviewing Skills	4			
Advanced Advertising	4			
Consumer Behaviour (pre-req. Psych. Adj.)	4			
Psychology of Advertising	4			
				number of ESC concentration CREDITS left to take
				32
Total Credits Earned:				0
CREDITS EARNED OF 124 REQUIRED				4
CREDITS LEFT TO TAKE:				120