

**732M: Business Administration A A S Degree Requirements Table****MARKETING CONCENTRATION**

FALL 2024 to CURRENT

| ITEM                                  | REQUIREMENT   | CREDITS   | SEMESTER         |
|---------------------------------------|---|-----------|------------------|
| <b>1 – KNOWLEDGE &amp; SKILL AREA</b> | <b>MET BY</b>   | <b>23</b> | <b>As Listed</b> |
| 1.01 - COMMUNICATION W1               | ENG 101 College Composition   | 3         | 1                |
| 1.02 - COMMUNICATION ORAL             | SPE 108 Public Speaking   | 3         | 2                |
| 1.03 - MATHEMATICS                    | <a href="#">Select one SUNY approved Mathematics course</a> (except MAT 116 or 117) | 3         | 4                |
| 1.04 - NATURAL SCIENCE                | <a href="#">Select one SUNY approved Natural Science course</a>                     | 3         | 3                |
| 1.05 - SOCIAL SCIENCE                 | ECO 101 Microeconomics  | 3         | 1                |
| 1.06 - HISTORY, ENGAGEMENT, AWARENESS | GEO 102, MUS 204, POS 108   | 3         | 3                |
| 1.07 - HUMANITIES, ARTS, LANG         | <a href="#">Select one SUNY approved Humanities, Art or World Language course</a>   | 3         | 4                |
| 1.08 - DIVERSITY (DEISJ)              | Met by History, Engagement, Awareness requirement                                   | 0         | N/A              |
| 1.09 - HEALTH/PE/ATH                  | Select 2 credit from any HED, PED or ATH option                                     | 2         | 3                |
| <b>2 - PROGRAM REQUIREMENT</b>        | <b>MET BY</b>   | <b>39</b> | <b>As Listed</b> |
| 2.01 - Program Requirement            | ACC 101 Introduction to Financial Accounting  | 3         | 1                |
| 2.02 - Program Requirement            | BUS 101 Principles of Business  | 3         | 1                |
| 2.03 - Concentration Requirement      | Concentration Requirement 1 (per Item 4.03)   | 3         | 1                |
| 2.04 - Program Requirement            | ACC 102 Introduction to Managerial Accounting                                       | 3         | 2                |
| 2.05 - Concentration Requirement      | Concentration Requirement 2 (per Item 4.03)   | 3         | 2                |
| 2.06 - Concentration Requirement      | Concentration Requirement 3 (per Item 4.03)   | 3         | 2                |
| 2.07 - Concentration Requirement      | Concentration Requirement 4 (per Item 4.03)   | 3         | 2                |
| 2.08 - Program Requirement            | BUS 205 Business Law 1  | 3         | 3                |

| ITEM                                     | REQUIREMENT   | CREDITS   | SEMESTER               |
|--|---|-----------|------------------------|
| 2.09 - Concentration Requirement         | Concentration Requirement 5 (per Item 4.03)   | 3         | 3                      |
| 2.1 - Concentration Requirement          | Concentration Requirement 6 (per Item 4.03)   | 3         | 3                      |
| 2.11 - Program Requirement               | BUS 217 Co-op Education   | 3         | 4                      |
| 2.12 - Concentration Requirement         | Concentration Requirement 7 (per Item 4.03)   | 3         | 4                      |
| 2.13 - Concentration Requirement         | Concentration Requirement 8 (per Item 4.03)   | 3         | 4                      |
| <b>3 - SEMESTER</b>                      | <b>TOTAL CREDITS REQUIRED FOR DEGREE</b>  | <b>62</b> | <b>Upon Completion</b> |
| 3.1 - Semester 1                         | Semester 1 Total Credits  | 15        | 1                      |
| 3.2 - Semester 2                         | Semester 2 Total Credits  | 15        | 2                      |
| 3.3 - Semester 3                         | Semester 3 Total Credits  | 17        | 3                      |
| 3.4 - Semester 4                         | Semester 4 Total Credits  | 15        | 4                      |
| <b>4 - INFORMATIONAL NOTES</b>           | <b>GENERAL CURRICULUM INFORMATION</b>   | <b>0</b>  | <b>As Appropriate</b>  |
| <b>4.01 – Infused Competency</b>         | Information Literacy: ENG 101<br>Critical Thinking: ECO 101<br>Technological Competency: CIS 117<br>Values & Ethics: BUS 101  | 0         | Upon Completion        |
| <b>4.02 - Proficiency Requirements</b>   | As outlined in Procedure 321- Placement and Proficiency Requirements (click to see <a href="#">GCC Placement and Proficiency Guide</a> for details), all students are required to demonstrate proficiency in reading, math, and writing skills prior to earning a college degree or certificate from Genesee Community College. | 0         | Prior to Completion    |
| <b>4.03 - Concentration Requirements</b> | BUS 113 Social Media & Digital Marketing, BUS 203 Advertising, BUS 225 Entrepreneurship, BUS 213 Principles of Marketing, BUS 200 Strategy and Campaign, BUS 223 Portfolio, CIS 117 Fundamentals of Business Computing, CPS 101 Introduction to Creative Problem Solving  | 0         | As Selected            |
| <b>4.04 - GPA Requirement</b>            | <b>GPA of 2.0 Required for graduation</b>   | 0         | Upon Completion        |