

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

FALL 2026 to CURRENT

ITEM	REQUIREMENT	CREDITS	SEMESTER
1 – KNOWLEDGE & SKILL AREA	MET BY	23	As Listed
1.01 - COMMUNICATION W1	ENG 101 College Composition	3	1
1.02 - COMMUNICATION ORAL	SPE 108 Public Speaking	3	2
1.03 - MATHEMATICS	Select one SUNY approved Mathematics course (except MAT 116 or 117)	3	4
1.04 - NATURAL SCIENCE	Select one SUNY approved Natural Science course	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	Select one SUNY approved Humanities, Art or World Language course	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
2 - PROGRAM REQUIREMENT	MET BY	39	As Listed
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

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
3 - SEMESTER	TOTAL CREDITS REQUIRED FOR DEGREE	62	Upon Completion
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
4 - INFORMATIONAL NOTES	GENERAL CURRICULUM INFORMATION	0	As Appropriate
4.01 – Infused Competency	Information Literacy: ENG 101 Critical Thinking: ECO 101 Technological Competency: CIS 117 Values & Ethics: BUS 101 Civic Discourse: SPE 108	0	Upon Completion
4.02 - Proficiency Requirements	As outlined in Procedure 321- Placement and Proficiency Requirements (click to see GCC Placement and Proficiency Guide 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
4.03 - Concentration Requirements	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
4.04 - GPA Requirement	GPA of 2.0 Required for graduation	0	Upon Completion