

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

FALL 2019 to CURRENT

ITEM	REQUIREMENT	CREDITS	SEMESTER
<b>1</b>	<b>GCC CORE (LIBERAL ARTS &amp; SCIENCES) REQUIREMENTS</b>	<b>23</b>	<b>As Listed</b>
1a	<b>MATHEMATICS</b> Select one: <a href="#">SUNY Approved Mathematics Course</a> except MAT116 and MAT117	3	4th
1b	<b>NATURAL SCIENCE</b> Select one: <a href="#">SUNY Approved Natural Science Course</a>	3	3rd
1c	<b>SOCIAL SCIENCE</b> ECO101 Microeconomics	3	1st
1d	<b>HISTORY</b> Select one: <a href="#">SUNY Approved American History, Western Civilizations, World Civilizations or Social Science Course</a>	3	3rd
1e	<b>HUMANITIES, ARTS, LANGUAGE</b> Select one: <a href="#">SUNY Approved Humanities, Arts or Foreign Language course.</a>	3	4th
1f	<b>BASIC COMMUNICATION 1</b> ENG 101 College Composition	3	1st
1g	<b>BASIC COMMUNICATION 2</b> ENG102 Composition in the Natural and Social Sciences or ENG105 Composition in the Humanities	3	2nd
1h	<b>HEALTH/PE/ATH</b> Select 2 credits from any HED, PED, ATH option	2	3rd
<b>2</b>	<b>PROGRAM REQUIREMENTS</b>	<b>39</b>	<b>As Listed</b>
2a	ACC101 Introduction to Financial Accounting	3	1st
2b	ACC102 Introduction to Managerial Accounting	3	2nd
2c	BUS101 Principles of Business	3	1st
2d	BUS205 Business Law 1	3	3rd
2e	BUS217 Co-op Education	3	4th
2f	Concentration Requirement (per Item 4b)	3	1st
2g	Concentration Requirement (per Item 4b)	3	2nd
2h	Concentration Requirement (per Item 4b)	3	2nd
2i	Concentration Requirement (per Item 4b)	3	2nd
2j	Concentration Requirement (per Item 4b)	3	3rd
2k	Concentration Requirement (per Item 4b)	3	3rd
2l	Concentration Requirement (per Item 4b)	3	4th
2m	Concentration Requirement (per Item 4b)	3	4th

ITEM	REQUIREMENT	CREDITS	SEMESTER
<b>3</b>	<b>TOTAL CREDITS REQUIRED TO COMPLETE DEGREE</b>	<b>62</b>	<b>Upon Completion</b>
3a	Semester 1 Total Credits	15	1st
3b	Semester 2 Total Credits	15	2nd
3c	Semester 3 Total Credits	17	3rd
3d	Semester 4 Total Credits	15	4th
<b>4</b>	<b>GENERAL CURRICULUM INFORMATION</b>	<b>0</b>	<b>N/A</b>
4a	<b>Proficiency Requirements:</b> As outlined in Procedure 321- Placement and Proficiency Requirements ( <a href="#">click to see GCC Placement and Proficiency Guide for details</a> ), 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
4b	<b>Concentration Requirements:</b> BUS 213 Principles of Marketing, BUS 203 Advertising, BUS 225 Entrepreneurship, CIS 102 Introduction to Computer or CIS 116 Microcomputer Applications, CIS 113 Web Publishing, CIS 204 Web Design and Implementation, COM 120 New Communication Technologies, CPS 101 Introduction to Creative Problem Solving	0	As Selected
4c	<b>Minimum QPI: 2.00</b>	0	Prior to Completion