

Baruch COLLEGE

BBA IN MARKETING DIGITAL MARKETING TRACK

42 Pathways Credits

24 Pre-Business Credits

21 Business Base Credits

24 Major Credits

13 Elective Credits

The degree map is a term-by-term sample course schedule to make it easier for you to understand how to graduate in four years with a Digital Marketing major. Use the Degree Map along with DegreeWorks as tools to assist you in planning your academic path to graduation. Your specific program of study could, and probably will, look different. You need to customize your Degree Map to fit your individual needs.

NOTE: A minimum 124 credits is required for the Bachelor of Business Administration (BBA) degree. A minimum of 62 liberal arts credits is required for the BBA. FYS 1000 is a requirement for the first term at Baruch College and MUST be completed in order to graduate.

DEGREE MAP

FALL

SPRING

FIRST YEAR

ENG 2100 Writing I ENGLISH COMPOSITION I	3 CR
MTH 2003 (Min. C- Grade Required) Pre-calculus and Elements of Calculus MATH & QUANTITATIVE REASONING	3 CR
Flexible Core Course PATHWAYS REQUIREMENT	3 CR
Flexible Core Course PATHWAYS REQUIREMENT	3 CR
Flexible Core Course PATHWAYS REQUIREMENT	3 CR
FYS 1000 First Year Seminar DEGREE REQUIREMENT	0 CR

ENG 2150 Writing II ENGLISH COMPOSITION II	3 CR
MTH 2205 Applied Calculus II PRE-BUSINESS REQUIREMENT	3 CR
LAW 1101 Fundamentals of Business Law PRE-BUSINESS REQUIREMENT	3 CR
BUS 1011 Business Fundamentals BUSINESS BASE REQUIREMENT	3 CR
Flexible Core Course PATHWAYS REQUIREMENT	3 CR

15 FALL CREDITS + 15 SPRING CREDITS = 30 CREDITS

FALL

SPRING

SOPHOMORE

CIS 2200 Intro to Information Systems & Tech PRE-BUSINESS REQUIREMENT	3 CR
COM 1010 Speech Communication PRE-BUSINESS REQUIREMENT	3 CR
ECO 1001 Microeconomics PRE-BUSINESS REQUIREMENT	3 CR
ENG 2800, CMP 2800, ENG 2850, or CMP 2850 Great Works of Literature I or II PATHWAYS COLLEGE OPTION REQUIREMENT	3 CR
STA 2000 Business Statistics PRE-BUSINESS REQUIREMENT	3 CR

ACC 2101 Principles of Accounting PRE-BUSINESS REQUIREMENT	3 CR
ECO 1002 Macroeconomics PRE-BUSINESS REQUIREMENT	3 CR
Liberal Art Minor Course PATHWAYS COLLEGE OPTION REQUIREMENT	3 CR
Life and Physical Sciences Natural Sciences Lab Course PATHWAYS REQUIREMENT	3 CR
Scientific World Natural Sciences Lecture Course PATHWAYS REQUIREMENT	3 CR

30 PRIOR CREDITS + 15 FALL CREDITS + 15 SPRING CREDITS = 60 CREDITS

*Free Electives can be any business, liberal arts, or public affairs course

FALL

SPRING

JUNIOR

Liberal Art Minor Course PATHWAYS COLLEGE OPTION REQUIREMENT	3 CR
MGT 3120 Fundamentals of Management BUSINESS BASE REQUIREMENT	3 CR
ACC 2203 Managerial Accounting for Non-Accounting Majors BUSINESS BASE REQUIREMENT	3 CR
MKT 3000 Marketing Foundations BUSINESS BASE REQUIREMENT	3 CR
MKT 3600 Marketing Research MAJOR REQUIREMENT	3 CR

MKT 4555 Internet Marketing MAJOR REQUIREMENT	3 CR
MKT 3605 Consumer Behavior MAJOR REQUIREMENT	3 CR
Major Elective MAJOR REQUIREMENT	3 CR
Flexible Core Course PATHWAYS REQUIREMENT	3 CR
FIN 3000 Principles of Finance BUSINESS BASE REQUIREMENT	3 CR

60 PRIOR CREDITS + 15 FALL CREDITS + 15 SPRING CREDITS = 90 CREDITS

FALL

SPRING

SENIOR

MKT 4123 Marketing Web Analytics & Intelligence MAJOR REQUIREMENT	3 CR
Major Elective MAJOR REQUIREMENT	3 CR
Liberal Art Minor Capstone PATHWAYS COLLEGE OPTION REQUIREMENT	3 CR
MGT 3121 Service Operations Management BUSINESS BASE REQUIREMENT	3 CR
Liberal Arts Elective ELECTIVE REQUIREMENT	3 CR
Liberal Arts Elective ELECTIVE REQUIREMENT	3 CR

MKT 5750 Marketing Strategy MAJOR REQUIREMENT	3 CR
Major Elective MAJOR REQUIREMENT	3 CR
BPL 5100 Business Policy BUSINESS BASE REQUIREMENT	3 CR
Free Elective* ELECTIVE REQUIREMENT	3 CR
Free Elective* ELECTIVE REQUIREMENT	4 CR

90 PRIOR CREDITS + 18 FALL CREDITS + 16 SPRING CREDITS = 124 CREDITS

*Free Electives can be any business, liberal arts, or public affairs course

THINGS TO TAKE NOTE OF

General Notes

- All Zicklin School of Business majors require completion of at least 62 credits of liberal arts courses
- **Be sure to consult with the Zicklin website for major requirements:** <https://zicklin.baruch.cuny.edu/>
- You must complete a liberal arts minor as part of the College Option requirement to graduate
- You must maintain a 2.0 Baruch GPA in order to remain in Good Academic Standing. You must also maintain a 2.0 major GPA in order to graduate

The following subjects are considered liberal arts and can be taken at any level to satisfy liberal arts electives:

AAS	ANT	ART	BIO	BLS	CHM	COM
CMP	ECO	ENG	ENV	FLM	FPA	GLS
HED	HIS	HSP	IDC	JRN	LACS	LIB
LTS	MSC	MTH	NMA	PHI	PHY	POL
PSY	REL	SOC	THE	WSM	ALL MODERN LANGUAGES	

The following courses are **not** considered liberal arts:

ART 5010	ART 5011	COM 4059	ECO 5010	ECO 5011
FPA 5070	FPA 5071	HED 1810	HED 2920	MSC 2061
MSC 2062	MSC 2063	MSC 2064	MSC 5050	MSC 5051
SOC 4085	SOC 4086	THE 3046	THE 3056	
	ART/MSC/THE Studio Elective Courses			

Notes about the Major

- MKT 4593 may be taken more than once if a different topic is dealt with. Topics are announced in the Schedule of Classes.