

## Sample Degree Program with a Concentration in Marketing

Degree: Bachelor of Science

Registered Area: Business, Management and Economics

Concentration: Marketing

Key: \* represents liberal credit and + represents advanced-level credit

### Transcript Credit

#### Regionally Accredited University (Quarter Credits)

<b>Concentration</b>	<b>Credits</b>	<b>General Learning</b>	<b>Credits</b>
Management Process	4	Personal Computer Concepts and Applications	4
Marketing Principals	4	Introduction to Sports Management	4
* Environmental Business	6	* Introduction to Politics	4
Financial Accounting I	4	Managerial Skills	4
* Business Communications	4		

38 Quarter Credits = 25.46 semester credits

Transcript Credit: 25

#### SUNY Community College

<b>Concentration</b>	<b>Credits</b>	<b>General Learning</b>	<b>Credits</b>
Information Systems	3	* U.S. History 1	3
Sales Management	3	* Western Civilization	3
Entrepreneurship	3	* Composition 1	3
Personal Finance	3	* Archeology	3
Small Business Management	3	* World Religions	3

Transcript Credit: 30

Total Transcript Credit: 55

### Prior Learning Assessment

<b>Concentration</b>	<b>Credits</b>	<b>General Learning</b>	<b>Credits</b>
+ Lean Six Sigma Principles	4	Public Administration	3

Credit by Evaluation: 7

Total Advanced Standing: 62

## Empire State College Studies

<b>Concentration</b>	<b>Credits</b>	<b>General Learning</b>	<b>Credits</b>
* Microeconomics ECON 2020	4	* + Educational Planning: Advanced EDPL 3005	2
* + Consumer Behavior MRKT 3010	4	* Statistics MATH 1065	4
+ Marketing Communication: Advertising and Promotion MRKT 3030	4	* Introduction to Psychology	4
+ Marketing Research MRKT 4035	4	* + Nature in American History HIST 3380	4
* + Marketing Ethics MRKT 4030	4	* Human Biology BIOL 1002	4
* + International Marketing MRKT 4025	4	* + African-American Literature: Advanced CUST 3005	4
+ Organizational Behavior MGMT 3060	4	* + Modern China HIST 3350	4
+ Marketing Strategy MRKT 4040	4	+ Self-Management and Self-Marketing MRKT 4050	4

Total Empire State College: 62  
Degree Program Total: 124