



Pathways in Marketing Transfer Guide

Hudson Valley Community College – A.A.S. in Marketing

Empire State College – B.S. in Business, Management & Economics: Marketing concentration

Hudson Valley Community College – Marketing, A.A.S.

ACTG 110 Financial Accounting	4
BADM 110 Legal and Ethical Environment of Business I	3
BADM 111 Legal and Ethical Environment of Business II	3
BADM 120 Business Mathematics or BADM 221 Quantitative Business Applications or Math 110 Intermediate Algebra (or higher)	3
BADM 200 Business Communications	3
BADM 207 Organization and Management	3
BADM 220 Statistics	4
MKTG 120 Principles of Marketing	3
MKTG 200 Advertising	3
MKTG 210 Digital Marketing	3
MKTG 295 Marketing Management and Strategy	3
Business electives *	6

FORM 104 College Forum	1
ECON 100 Principles of Macroeconomics	3
ECON 101 Principles of Microeconomics	3
ENGL 101 English Composition I	3
PSYC 100 General Psychology	3
Computer elective	3
Restricted English elective	3
Liberal Arts and Sciences elective	3

Total HVCC Credit 63

* Recommended: ACTG 111 Managerial Accounting or MKTG 240 Business Ethics

Potential additional lower-division credits (16) at HVCC¹

Liberal Arts and Sciences elective	16
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Empire State College – Business, Management & Economics: Marketing concentration, B.S.

(Sample only, upper-division)

MRKT 3010 Consumer Behavior	4
MRKT 3055 Public Relations	4
MRKT 4025 International Marketing	4
MRKT 4030 Marketing Ethics	4
MRKT 4035 Marketing Research	4
BUSN 3122 Management Information Systems	4

Educational Planning	4
Liberal Arts and Science electives (upper-division)	17

Total Empire State College Credit 45
Degree Program Total 124

¹ Any of these 16 credits not completed at HVCC will be completed at SUNY Empire. Students should seek advisement from a SUNY Empire advisor in advance of selecting which courses to take to ensure they will fit into their baccalaureate degree plan.

Notes

SUNY Empire requires B.S. degree students to complete a minimum of 62 liberal arts and sciences credits.

To satisfy SUNY General Education requirements, every SUNY Empire bachelor's degree program must include at least 30 credits in seven of ten general education knowledge and skill areas, as well as the areas of Mathematics and Basic Communication. The ten areas include:

Mathematics	Other World Civilizations
Natural Sciences	Humanities
Social Sciences	The Arts
American History	Foreign Languages
Western Civilizations	Basic Communications

Benefits for Hudson Valley Community College Transfer Students

Empire State College will provide the following benefits for participating HVCC transfer students:

- Guaranteed admission to the B.P.S. in BME: Marketing concentration program
- Option to pursue a combined B.S. / MBA degree
- Provision of a one-time \$100 *Better Together* transfer scholarship
- Waiver of the \$50 admission / orientation fee
- Waiver of the admissions application essay

www.esc.edu/Apply

Enter this benefits code in the online application: ECPTRADV

For Further Information

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[Hudson Valley Community College – Empire State College Partnership Webpage](#)