

State University of New York at New Paltz

This **eight-semester plan** (see [important details](#)) is intended to guide a first-year student through a four-year undergraduate career, with completion of an academic major and all college-wide degree requirements. The plan is designed as an **advising tool** – a starting point for careful discussions between a student and his/her academic adviser. In consultation, the student and adviser will adjust the plan to accommodate the student's prerequisite needs, transferred credits, and other such variables.

Students are responsible for reviewing their [Progress Reports](#) each semester to track their own progress toward degree requirements.

Marketing

Year 1

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
BUS093 Business Workshop	0	ECO206 Principles of Microeconomics (SSCI)	3
BUS095 Excel Tutorial	0	BUS271 Legal Environment of Business	3
BUS250 Principles of Management	3	Gen Ed: Composition II (COMP) - see Note 2	3
MAT171 Mathematical Methods for Business (MATH)	3	Gen Ed: Foreign Languages (FLNG)	3
Gen Ed: Composition I (COMP)	3	Gen Ed: United States Studies (USST)	3
Gen Ed: Foreign Languages (FLNG)	3		
Gen Ed: Natural Sciences (NSCI)	3		
Total	15	Total	15

Year 2

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
BUS201 Financial Accounting	3	BUS202 Managerial Accounting	3
ECO207 Principles of Macroeconomics (SSCI)	3	BUS301 Internship & Career Practicum	1
BUS309 Statistics for Business and Economics I (MATH)	3	BUS311 Statistics for Business and Economics II	3
Gen Ed: Western Civilization (WEST)	3	BUS325 Marketing	3
Gen Ed: The Arts (ART)	3	Gen Ed: Natural Sciences (NSCI)	3
Total	15	Gen Ed: Humanities (HUM)	3
		Total	16

Year 3

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
BUS312 Operations Management	3	BUS341 Fundamentals of Corporate Finance	3
BUS326 Consumer Behavior	3	BUS425 Marketing Research	3
BUS327 Sales Management (sample) - see Notes 3, 4	3	BUS360 Digital Marketing Strategy (sample) - see Notes 3, 4	3
Gen Ed: World Civilizations and Cultures (WRLD)	3	Gen Ed: Diversity (DIVR)	3
Elective	3	Elective	3
Total	15	Total	15

Year 4

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
BUS427 Advertising Strategy (sample) - see Notes 3, 4	3	BUS450 Strategic Management	3
BUS429 Marketing Strategy (sample) - see Notes 3, 4	3	BUS386 Marketing Analytics (sample) - see Notes 3, 4	3
Upper-Division Elective	3	Applied Learning requirement - see Note 5	3
Liberal Arts Elective	3	Upper-Division Elective	3
Elective	3	Elective	3
Total	15	Total	15

Notes

1 - Courses will be offered during the specified semester(s).

2 - The order of GE courses listed here is suggestive, with the exception of Composition, which must be completed in the first year, and GE/major overlap courses, which should be taken in the year specified.

3 - General Marketing track - Choose five courses from the following list:[BUS327 Sales Management](#), [BUS328 Food Retail Management](#), [BUS329 Food Category Management](#), [BUS360 Digital Marketing Strategy](#), [BUS386 Marketing Analytics](#), [BUS427 Advertising Strategy](#), [BUS429 Marketing Strategy](#), [BUS430 International Marketing](#)

4 - Food Marketing track - [BUS328 Food Retail Management](#), [BUS329 Category Management](#), [BUS429 Marketing Strategy](#), and two of the following:[BUS327 Sales Management](#), [BUS360 Digital Marketing Strategy](#), [BUS386 Marketing Analytics](#), [BUS427 Advertising Strategy](#), [BUS430 International Marketing](#)

5 - Students must choose one of the following Applied Learning courses:[BUS453 Voluntary Income Tax Assistance \(VITA\)](#), [BUS457 Entrepreneurship and Business Planning](#), [BUS461 Business Analytics Capstone](#), [BUS494 Fieldwork In Business](#)

Total Credits: 121