

4+1 Plan
Marketing (BS) and MBA

YEAR	CRS #	COURSE NAME	PREREQs	MPL*	LA**	UD***	CRD	Offerings****
Year One:								
Fall								
	BUS093	Business Workshop						0 Fall/Spring
	BUS250	Principles of Management			3			3 Fall/Spring
	BUS271	Legal Environment of Business			3			3 Fall/Spring
	ENG160	Composition 1 (COMP)*****			3			3 Fall
		Foreign Language (FLNG)			3			3 Fall
		Natural Science (NSCI)			3			3 Fall/Spring
Spring								
	BUS215	Business Decision Support Sys			3			3 Fall/Spring
	ECO206	Microeconomics		3	3			3 Fall/Spring
	ENG180	Composition 2 (COMP)	ENG160		3			3 Spring
		Foreign Language (FLNG)			3			3 Spring
		United States Studies (USST)			3			3 Fall/Spring

Year Two:								
Fall								
	BUS201	Financial Accounting		3				3 Fall/Spring
	ECO207	Macroeconomics		3	3			3 Fall/Spring
	BUS309	Statistics For Bus & Eco 1	BUS215 (co)	4	3	3		3 Fall/Spring
		Art (ART)						3 Fall/Spring
		Western Civ (WEST)			3			3 Fall/Spring
Spring	BUS325	Marketing		3		3		3 Fall/Spring
	BUS311	Statistics For Bus & Eco 2	BUS309	4	3	3		3 Fall/Spring
	BUS202	Managerial Accounting	BUS201 & BUS215 (co)	3				3 Fall/Spring
		Humanities (HUM)			3			3 Fall/Spring
		Natural Science (NSCI)			3			3 Fall/Spring

Summer:								
Session I								
		LA Elective			3			3 Fall/Spr/Sum
Session II								
		Elective						3 Fall/Spr/Sum

Year Three:								
Fall								
	BUS312	Operations Management	BUS309	4		3		3 Fall/Spring
	BUS341	Fundamental of Corprate Finance	ECO207,BUS201,BUS309	4		3		3 Fall/Spring
	BUS326	Consumer Behavior	BUS325		3	3		3 Fall/Spring
	BUS327	Sales Management	BUS325			3		3 Spring
		World Civ and Culture (WRLD)			3			3 Fall/Spring
Spring								
	BUS427	Advertising Strategy	BUS325	4		3		3 Spring
	BUS346	International Business	BUS250,ECO206,ECO207			3		3 Fall/Spring
	BUS360	E-commerce	BUS215 & BUS325			3		3 Fall/Spring
		Upper Division Elective				3		3 Fall/Spring
		Diversity (DIVR)			3			3 Fall/Spring

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Summer:							
Session I							
		Elective					3 Fall/Spr/Sum
Session II							
		Elective					3 Fall/Spr/Sum

Year Four:							
Fall							
	BUS425	Marketing Research	BUS325, BUS311	4		3	3 Fall
		Upper Division Elective				3	3 Fall/Spring
		LA Elective			3		3 Fall/Spring
		MBA Course					
		MBA Course					
Spring							
	BUS429	Marketing Strategy	20325	4		3	3 Spring
	BUS450	Strategic Management	major only, 90 cred, BUS341	4		3	3 Fall/Spring
		Elective					3 Fall/Spring
		MBA Course					
		MBA Course					

Total **63 45 120**

Year Five:							
		12 credits previously taken					12
Fall		MBA Courses					12
Spring		MBA Courses					12

Additional courses may be taken during the academic year to prevent summer school

Footnotes:

- * MPL = Math Placement Level (1 or 2=College Algebra A and B, 3= College Algebra, 4 = BUS309)
- ** LA = Liberal Arts credits.
- *** UD = Upper Division
- **** Courses will be offered during the specified semester(s).
- *****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. The acronyms in parentheses are for the GE category indicated.

Degree Requirement:

1. Completion of a minimum of 120 academic credits
2. Completion of the General Education program. Please refer to the University's GE requirements.
3. Completion of a minimum of 60 credits of Liberal Arts. See above for the LA credits from the courses in your Major.
4. Completion of a minimum of 45 credits in upper division courses. See above for the UD credits from the courses in your Major.
5. Completion of the Major's requirements. See the courses in the above table.
6. Completion of a minimum of 30 degree credits in residence. The final 15 credits towards the degree must be in residence.
7. One-half of the student's major must be taken at New Paltz.