

Pathways in Marketing Transfer Guide

Westchester Community College – A.S. in Marketing
 Empire State College – B.S. in Business, Management and Economics with a
 Concentration in Marketing

Westchester Community College – Marketing, A.S.

ACC 119 Financial Accounting	4
ACC 120 Managerial Accounting	4
CIS 110 Computer Information Systems	3
MKT 101 Marketing	3
MGT 101 Business Organization and Management	3
MKT 203 Advertising	3
MKT 207 Consumer Behavior	3
MKT 216 Marketing Management	3
Marketing electives (select one from the following courses): <ul style="list-style-type: none"> • MGT 103 Entrepreneurship • MKT 103 Professional Selling • MKT 202 Digital Marketing • MKT 239 Market Internship 	3
LAW 101 Business Law	3

ENG 101 Writing and Research	3
ENG 102 Writing and Literature	3
COM 109 Speech Communication	3
ECON 101 Macroeconomics	3
ECON 102 Microeconomics	3
SUNY General Education elective	3
SUNY General Education elective	3
Natural Science with Lab elective	4
SUNY General Education – Mathematics elective	3
MATH 140 Statistics	4

Total WCC Credit 64
(Potential additional lower-division credits at WCC¹ 15)

SUNY Empire State College – Business, Management and Economics, B.S. (Sample Only, Upper-Division) Concentration in Marketing

BUSN 3010 Business Ethics	4
MRKT 3030 Marketing Communication	4
MRKT 4025 International Marketing	4
MRKT 4035 Marketing Research	4
MRKT 4045 Marketing Strategy	4
Marketing or Business elective (upper level)	3
Marketing or Business elective (upper level)	2

MRKT 4050 Career Self-Management & Self Marketing	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4

Total Empire State College Credit 45
Degree Program Total 124

¹ Any of these 15 credits not completed at Westchester Community College will be completed at Empire State College. Students should seek advisement from an SUNY Empire advisor in advance of selecting which courses to take to ensure they will fit into the baccalaureate degree plan.

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 Empire State College – B.S. in Business, Management and Economics with a
 Concentration in Marketing

Westchester Community College – Marketing, A.A.S.

ACC 119 Financial Accounting	4
CIS 110 Computer Information Systems	3
CIS 225 Database Management Systems	3
MKT 101 Marketing	3
MGT 101 Business Organization and Management	3
MKT 203 Advertising	3
MKT 207 Consumer Behavior	3
MKT 216 Marketing Management	3
Marketing electives (select one from the following courses): • MKT 202 Digital Marketing • MKT 239 Market Internship	3
MKT 103 Professional Selling	3
MKT 205 Marketing Research	3

ENG 101 Writing and Research	3
ENG 102 Writing and Literature	3
PSYCH 101 Introduction to Psychology	3
ECON 101 Macroeconomics	3
SUNY General Education - Natural Science elective	3
SUNY General Education elective	3
SUNY General Education elective	3
MATH 140 Statistics	4
SUNY General Education – Mathematics elective	3

Total WCC Credit 62
(Potential additional lower-division credits at WCC² 17)

SUNY Empire State College – Business, Management and Economics, B.S. (Sample only, upper level) Concentration in Marketing

BUSN 3010 Business Ethics	4
MRKT 3030 Marketing Communication	4
MRKT 4025 International Marketing	4
MRKT 4045 Marketing Strategy	4
Marketing elective (upper level)	4
Marketing elective (upper level)	3
Marketing or Business elective (upper level)	2

MRKT 4050 Career Self-Management & Self Marketing	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4
Liberal Arts and Sciences elective (upper level)	4

Total Empire State College Credit 45
Degree Program Total 124

² Any of these 17 credits not completed at Westchester Community College will be completed at Empire State College. Students should seek advisement from an SUNY Empire advisor in advance of selecting which courses to take to ensure they will fit into the 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 Westchester Community College Transfer Students

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

- Guaranteed admission to a bachelor's degree program
- Provision of a \$100 *Better Together* transfer scholarship
- Waiver of the \$50 admission / orientation fee
- Waiver of the admissions application essay

WCC students will need to use a special transfer benefits code during the admissions application process. To get the code prior to applying, please contact the WCC Transfer Services Center or:

For Further Information

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