

**SAMPLE CAREER DEGREE MAP****Business BS: Marketing****2024-Present | Total Credits Required: 120****Year One - First Semester Academic Program →**

Course Number & Title	Min. Grade	Cr.
ENG 111 ENGLISH COMPOSITION		3
MTH 121 OR 123 OR 125 OR 130 OR HIGHER		4
US EXPERIENCE IN ITS DIVERSITY		3
ACC 114 INTRO TO ACCOUNTING I		4
Total Credits:		14

← Year One - First Semester Career Readiness

Recommended Career Milestone	Done
Create a Draft Resume	
Log in to Handshake Account with the Center for Career & Professional Development (CCPD)	
Start a free student subscription to the Wall Street Journal and read one article per week	
Attend business-related World on Wednesday Event	

Year One - Second Semester Academic Program →

Course Number & Title	Min. Grade	Cr.
ENG 151 INTRO TO COLLEGE WRITING		3
INDIVIDUAL & SOCIETY		3
ACC 218 INTRO TO ACCOUNTING II		4
MGT 110 PRINCIPLES OF MANAGEMENT		3
MKT 111 MARKETING		3
Total Credits:		16

← Year One - Second Semester Career Readiness

Recommended Career Milestone	Done
Complete 16 Personalities Test (MKT 111)	
Review Draft Resume with MKT Advisor	
Create a LinkedIn Account to start connecting with classmates and professors (MKT 111)	
Attend the Chazanoff School of Business (CSB) Dean's Event	

Year Two - First Semester Academic Program →

Course Number & Title	Min. Grade	Cr.
LIFE & PHYSICAL SCIENCES		3
LIFE & PHYSICAL SCIENCES LAB		1
MKT 211 ADVERTISING		4
BUS 215 INFORMATION MANAGEMENT		4
ECO 111 OR ECO 112		4
Total Credits:		16

← Year Two - Second Semester Career Readiness

Recommended Career Milestone	Done
Refine presentation & slide design skills (MKT 211)	
Practice presentation skills using virtual training site (MKT 211)	
Join Marketing club and the American Marketing Association.	
Update Your Resume	

Year Two - Second Semester Academic Program →

Course Number & Title	Min. Grade	Cr.
SCIENTIFIC WORLD		3
SCIENTIFIC WORLD LAB		1
ECO/FNC 240 MANAGERIAL FINANCE		3
BUS 160 BUSINESS LAW I		3
MKT 360 INTERNET MARKETING		4
Total Credits:		14

← Year Two - Second Semester Career Readiness

Recommended Career Milestone	Done
Develop professional caliber LinkedIn site (MKT 360)	
Participate in LinkedIn Headshot event (CCPD)	
Start Internship Search	
Learn and Practice Interviewing Skills with CCPD	
Attend CCPD professional development workshops	

**SAMPLE CAREER DEGREE MAP****Business BS: Marketing****2024-Present | Total Credits Required: 120**

Year Three - First Semester <i>Academic Program</i> →		
Course Number & Title	Min. Grade	Cr.
SIXTH FLEXIBLE CORE: PSY 100 OR SOC 100 (IS)		3
ECO 111 OR ECO 112		4
ADDITIONAL MATH & QUANTITATIVE REASONING (CONSULT WITH ADVISOR)		4
ELECTIVE		3
Total Credits:		14

← Year Three - First Semester <i>Career Readiness</i>	
Recommended Career Milestone	Done
Attend CCPD career workshops that cover interviewing skills and graduate applications	
Attend the CCPD Dress for Success Seminar	
Refine your Resume	
Apply for Internships through CUNY Career Launch and CUNY Spring Forward	
Research Graduate School or Other Post-Graduate Opportunities	

Year Three - Second Semester <i>Academic Program</i> →		
Course Number & Title	Min. Grade	Cr.
200-LEVEL SOCIAL SCIENCE OR TALA		4
ECO/MGT 230 INTRO ECON & MGR. STATS		4
MKT 310 CONSUMER BEHAVIOR		4
ELECTIVE		4
Total Credits:		16

← Year Three - Second Semester <i>Career Readiness</i>	
Recommended Career Milestone	Done
Complete a Virtual Experience through Forage (available on CCPD website)	
Secure an internship	
Attend Etiquette Luncheon (CSB)	
Develop Personal Best Practices for Professionalism (MKT 310)	
Refine Presentation Skills Using Virtual Training Lab (MKT 310)	

Year Four - First Semester <i>Academic Program</i> →		
Course Number & Title	Min. Grade	Cr.
WORLD CULTURES & GLOBAL ISSUES		3
MKT 410 MARKETING RESEARCH		4
MKT 420 MARKETING MANAGEMENT		4
ELECTIVE		4
Total Credits:		15

← Year Four - First Semester <i>Career Readiness</i>	
Recommended Career Milestone	Done
Develop elevator pitch & interview skills (MKT 410)	
Attend the CSI Career Fair - Interview with at least one company	
Used LinkedIn to Network for jobs	
Meet with MKT advisor for job search preparation (finalize resume & cover letter, plan outreach)	

Year Four - Second Semester <i>Academic Program</i> →		
Course Number & Title	Min. Grade	Cr.
CREATIVE EXPRESSION		3
MGT 416 CAPSTONE BUSINESS SIMULATION		4
MARKETING ELECTIVE		4
ELECTIVE		4
Total Credits:		15

← Year Four - Second Semester <i>Career Readiness</i>	
Recommended Career Milestone	Done
Prepare portfolio of your best projects	
Connect with alumni working in business-related fields and attend networking events & career fairs	
Actively apply for jobs! Record your progress and follow up on your applications	