

**Suffolk County Community College- Business: Marketing (A.A.S.)
St. John's University- Advertising Communication
Creative or Account Executive Tracks (B.S.)**

Suffolk County Community College	Cr.	St. John's University Equivalent	Cr.
First Semester			
♦ACC 101 Financial of Accounting I	3	ACC 1007 Fundamentals of Accounting I	3
♦BUS101: Introduction to Business	3	MGT 1000 Introduction to Business	3
♦ BUS115: College/ Workplace Skills Seminar	1	No Equivalent course	0
ENG101: Standard Freshman Composition	3	FYW 1000C First Year Writing	3
MKT101: Marketing	3	MKT 1001 Principles of Marketing	3
Physical Education	1	No Equivalent course	0
Total Semester Credits	14		12
Second Semester			
♦ACC 102 Financial of Accounting I or ACC115: Managerial Accounting	3-4	ACC 1008 Fundamentals of Accounting II	3
♦BUS117: Business Communications or BUS201: Management Principles and Practices	3	MGT 1001 Principles of Management (BUS201)	3
ENG201: Advanced Expository Writing	3	ENG 1100C Literature in a Global Context	3
ECO111: Macroeconomics: The National Economy or ECO112: Microeconomics: Prices and Markets	3	ECO 1001 Principles of Economics I or ECO 1002 Principles of Economics II	3
♦ LAW101: Introduction to Law or LAW111: Business Law 1	3	BLW 1001 Law and Business	3
Total Semester Credits	15-16		15
Third Semester			
MAT103: Statistics 1	3	MTH 1013 Probability and Statistics I	3
♦MKT107: Consumer Behavior	3	Free Elective	3
♦MKT213: Adverting	3	ADV 2100 Introduction to Advertising Communication	3
♦ BUS112: Computing for Business * or Computer Science (CST) Elective	4	CUS 1102 Software Applications	3
COM101: Introduction to Human Communication or COM131: Theories of Persuasion	3	SPE Elective	3
Total Semester Credits	16		15
Fourth Semester			
MAT104: Statistics 2	3	MTH 1014 Probability and Statistics II	3
♦MKT201: Marketing Management	3	Free Elective	3
♦ MKT220: International Marketing or MKT216: Principles of Sales or RET111: Retailing Principles	3	Free Elective	3
♦MKT218: Marketing Research	3	COM 2600 Seminar in Communications Research	3
Physical Education	1	No Equivalent course	0
*Social Sciences Elective (See recommend listing below)	3	Social Science Elective	3
Total Semester Credits	16		15
Total Credits	61-62		*57

* If choosing a Computer Science elective, CST101 is recommended

** Recommended Social Sciences electives: SOC101, PSY101, PSY216, ANT101, and HIS104.

♦ These courses constitute the major courses in this curriculum.

*Where St. John's recommendations are followed and the Associate degree is earned, student will be eligible for up to 57 credits in transfer.