

ECO 2510 Macroeconomics	3
ECO 2520 Microeconomics	3
ECO 3150 Money, Banking and Financial Markets	3
ECO 3200 Global Economics and Finance	3
ENG 2380 Techniques of Business Writing	1
ETH 2570 Business Ethics	3
MAT 1150B Elementary Statistics for Business (MAT 1150A is equivalent if transferred or already completed)	3
<i>Complete one* of the following:</i>	3-4
MAT 1160 College Algebra and Trigonometry	*
MAT 1180 Pre-Calculus	*
MAT 2210 Calculus I	*
Electives: Liberal Arts and Sciences (LAS) for a B.S. degree is met. FST 1000 counts as towards Electives Requirement.	9-10

(Adjust Electives needed for having a Minor(s), Remedials, ESL, Honors Programs, PED/FST waivers as needed, under consultation with advisor.)

Total: 128

NOTE: The General Education requirement is 44, and has been adjusted to 35, because the following Related requirement will also satisfy the requirement: COM 2290, ETH 2570 and MAT 1150B.

†BUS 4600: Full-time working students will take any 2000, 3000, 4000 ACC/BUS/ECO/MKT/FIN course with the Program Director's approval.

MARKETING—B.S.

New York State Registered Program Code: 36275

HEGIS Code: 509.00 (Marketing and Purchasing)

Molloy Program of Study Code: MRKBS

Program Learning Outcomes

Students will be able to:

- Demonstrate advanced knowledge related to the discipline of marketing.
- Analyze and evaluate information or a situation to form a judgment.
- Use written and oral communication skills effectively to deliver professional reports and presentations.
- Integrate ethical concepts as they apply to business decisions.
- Use quantitative and qualitative skills as they relate to the discipline of marketing.
- Demonstrate knowledge of organizational theory as it applies to decision-making and leadership.

Credits

General Education Requirements: Acceptable courses listed under General Education Requirements — (35 credits needed) See **NOTE**

Arts and Fine Arts (1 out of 2 disciplines) (3 credits): ART History/MUS History 3

English, Languages and Literature (1 of each discipline) (9 credits): ENG 1100; Languages; and Languages/Literature 9

<i>Social and Behavioral Sciences (3 out of 4 disciplines) (9 credits):</i> HIS/POL/PSY/SOC	9
<i>Math and Science (3 credits):</i> Science course	3
<i>Philosophy, Theology/Religious Studies and Ethics (2 of two disciplines) (6 credits):</i> PHI; TRS	6
<i>Physical Education (1 credit):</i> PED	1
<i>Core Course (4 credits):</i> COR	4

Major Requirements (54 credits):

BUS 1010 Introduction to Business	3
BUS 2010 Principles of Management	3
MKT 2300 Principles of Marketing	3
MKT 2350 Consumer Behavior	3
BLW 2400 Business Law I	3
ACC 2600 Accounting I	3
ACC 2610 Accounting II	3
BUS 3040 Organizational Behavior	3
BUS 3340 International Business	3
MKT 3370 Marketing Strategy	3
MKT 3380 Marketing Research	3
BUS 3430 Quantitative Analysis for Business Applications	3
FIN 3500 Corporate Finance	3
BUS 4600 Business Internship I†	3
BUS 4900 Capstone	3
Complete three** management or marketing BUS/MKT electives (9 credits):	9
<i>May take MKT/COM 2550, MKT/COM 2590 or COM 3570:</i>	**

MKT/COM 2550 Public Relations

MKT/COM 2590 Introduction to Advertising

COM 3570 Digital Public Relations Campaigns

NMD 2260 Introduction to New Media

MKT 3320 Sports Marketing

MKT 3390 Marketing Analytics

MKT 3400 International Marketing

MKT 3410 Branding Strategies

MKT 3420 Digital Media Marketing

MKT 3440 Integrated Marketing Communications

Related Requirements (26-28 credits):

CIS 1050 Computer Applications for Business	3
CIS 3600 Computer Information Systems in Business	3
COM 2290 Experience in Corporate Communications	3
<i>Complete either* COM 2100 or COM 2390:</i>	1-3
COM 2100 Public Speaking	*

COM 2390 Public Speaking for Business	*
ECO 2510 Macroeconomics	3
ECO 2520 Microeconomics	3
<i>Complete either** ECO 3150 or ECO 3200:</i>	3
ECO 3150 Money, Banking and Financial Markets	**
ECO 3200 Global Economics and Finance	**
ENG 2380 Techniques for Business Writing	1
ETH 2570 Business Ethics	3
MAT 1150B Elementary Statistics for Business (MAT 1150A is equivalent if transferred or already completed)	3
Electives: Liberal Arts and Sciences (LAS) for a B.S. degree is met. FST 1000 counts as towards Electives Requirement.	11-13
<i>(Adjust Electives needed for having a Minor(s), Remedials, ESL, Honors Programs, PED/FST waivers as needed, under consultation with advisor.)</i>	--

Total: **128**

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Programs for School of Business Dual Degrees

The purpose of the accelerated Bachelor of Science/Master of Business Administration Dual Degree Programs is to further the educational and career goals of Molloy College students.

OVERVIEW

The Dual Degree Program (DDP) allows students to build on their knowledge base and accelerate their learning by enrolling in both undergraduate and graduate courses as part of their program of study. Students will be awarded a baccalaureate degree upon successful completion of the undergraduate requirements and a master's degree upon completion of the graduate requirements.

ADMISSION REQUIREMENTS

For Freshmen:

Students may apply for admission into the Dual Degree Program upon acceptance. The following admission requirements apply:

- A minimum combined score of 1000 on the Critical Reading and Math sections of the SAT exam.
- An overall High School GPA of 85.

For Transfer/Continuing Students:

Students may apply for admission or declare a major into the Dual Degree Program at any time during their period of study at Molloy College. The following admission requirements apply:

