

Articulation Verification: Course to Course Alignment

WESTCHESTER COMMUNITY COLLEGE					NEW YORK INSTITUTE OF TECHNOLOGY				
Degree:		A.S.			Degree:		B.S.		
Program of Study:		Marketing			Program of Study:		Business Administration - Options: Finance, Management, or Marketing		
Course Prefix	Course Number	Title	Cr.	√	Course Prefix	Course Number	Title	Cr.	CR. APPLY TO 4 YR. DEGREE
<b>CORE REQUIREMENTS</b>									
ENG	101	Writing and Research	3		FCWR	101	Writing I	3	3
COMM	109	Speech Communication	3		FCSP	105	Foundations of Speech Comm	3	3
ENG	102	Writing and Literature	3		FCWR	151	Writing II	3	3
MATH	140	Statistics	4		QANT	201	Statistical Sampling Theory and 1 Lib	4	4
		Additional college level MATH course, see SUNY Gen Ed Courses <i>Recommended: MATH 160 or 161, or 180</i>	3		MATH	125/151	MATH 125 (for MATH 160 /161) or MATH 151 (for MATH 180) and 1 Liberal Arts Elec credit	4	4
		Natural Science -Lab course required, see SUNY Gen Ed Courses	4				Foundations Scientific Process and 1 Liberal Arts Elec credit	4	4
ECON	101	Macroeconomics	3		ECON	202	Principles of Economics I	3	3
ECON	102	Microeconomics	3		ECON	204	Principles of Economics II	3	3
		Other World Civilizations, See SUNY Gen Ed Courses	3		LAEL	ELEC	Liberal Arts Elective	3	3
		Select ONE course from the following categories:							
		American History or Western Civilization, see SUNY Gen Ed Courses	3		FCIQ	101	Foundations of Inquiry*	3	3
<b>DEGREE REQUIREMENTS</b>									
ACC	119	Financial Accounting	4		ACCT	101	Accounting I	3	3
ACC	120	Managerial Accounting	4		ACCT	110	Managerial Accounting	3	3
CIS	110	Computer Information Systems	3		MIST	ELEC	Business Elective	3	3
LAW	101	Business Law	3		LLAW	110	Legal Environment of Business	3	3
MGT	101	Business Organization and Management	3		MGMT	102	Principles of Management	3	3
MKT	101	Marketing	3		MRKT	102	Introduction to Marketing	3	3
MKT	203	Advertising	3		MRKT	ELEC	Business Elective	3	3
MKT	207	Consumer Behavior	3		ICBS	ELEC	Behavioral Science Elective*	3	3
MKT	216	Marketing Management	3		MRKT	ELEC	Business Elective	3	3
		Marketing Elective, Select ONE of the following courses:	3				(Credit applied toward business electives, if needed)		
MGT	103	Entrepreneurship							
MKT	103	Professional Selling							
MKT	202	Digital Marketing							
MKT	205	Market Research							
MKT	239	Market Internship							
<b>TOTAL</b>			<b>64</b>					<b>60</b>	<b>60</b>
<b>NOTES:</b>									
WCC general education "gen. ed." course options are located at <a href="http://www.sunywcc.edu/gened">www.sunywcc.edu/gened</a>									
Elective options located at: <a href="http://www.sunywcc.edu/catalog">http://www.sunywcc.edu/catalog</a>									
NYIT: Grade of C- or higher is required to receive transfer credit for business courses									
NYIT: *Transfer substitution awarded on the basis of this agreement (2021-22 New York Tech Catalog)									