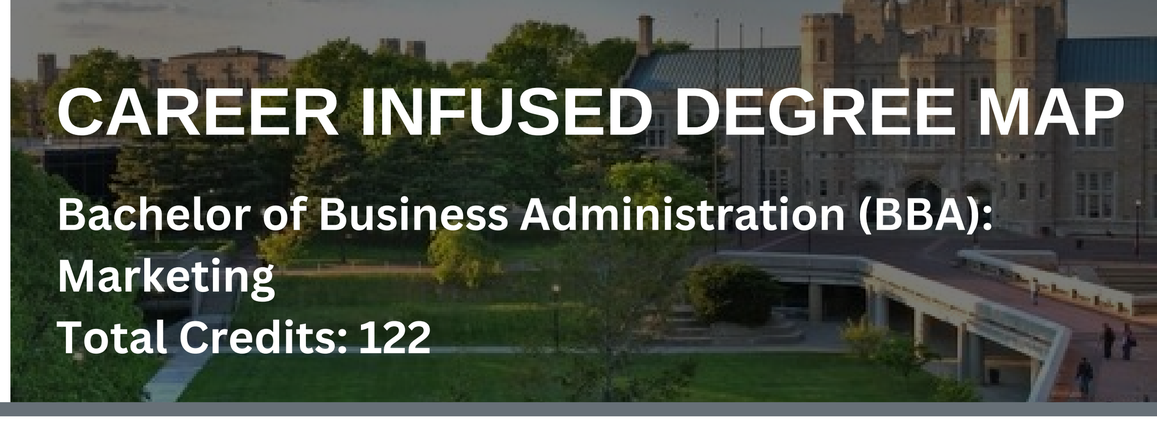
LEHMAN COLLEGE DIVISION OF Student Affairs | *Career Exploration & Development Center* | LEHMAN COLLEGE School of Business



# CAREER INFUSED DEGREE MAP

## Bachelor of Business Administration (BBA): Marketing

## Total Credits: 122

**The BBA program equips students with the necessary managerial skills to function in today's rapidly changing business environment. The career infused degree map allows students to commit to their career exploration by aligning coursework with career readiness milestones.**

# FRESHMAN

## 1ST SEMESTER

| CREDITS | ACADEMICS | CAREER READINESS |
|---|---|---|
| 3 | ENG 111 - English Composition 1 | ☐ Activate your Handshake account with CEDC to begin exploring career resources and opportunities available through your college's career center. |
| 3 | ECO 166 - Introduction of Macroeconomics | ☐ Create a resume to begin documenting your achievements. Review samples for your major on Handshake Document Library |
| 3 | MAT 126 - Quantitative Reasoning | ☐ Join the Marketing Club to start building your network and developing soft skills. |
| 3 | Flexible Core - World Cultures & Global Issues | |
| 3 | LEH 250 - First-year Seminar | |
| 15 | TOTAL CREDITS | |

## 2ND SEMESTER

| CREDITS | ACADEMICS | CAREER READINESS |
|---|---|---|
| 3 | ENG 121 - English Composition II | ☐ Create a LinkedIn account to establish your professional presence online. |
| 3 | Flexible Core - U.S. Experience in its Diversity | ☐ Explore career paths in Marketing, and take the Focus 2 Career Assessment. Code: Lightning |
| 4 | MAT 132 - Introduction to Statistics **or** MAT 171 - Elements of Precalculus **or** MAT 172 - Precalculus **or** MAT 174 - Elements of Calculus **or** MAT 175 - Calculus 1 | ☐ Begin exploring early pipeline programs like America Needs You (ANY), CUNY Career Launch & Spring Forward. |
| 3 | Flexible Core - Creative Expression | ☐ Create a draft cover letter you can use to apply to internships and pipeline programs. |
| 3 | ECO 167 - Introduction to Microeconomics | |
| 16 | TOTAL CREDITS | |

# SOPHOMORE

## 1ST SEMESTER

| CREDITS | ACADEMICS | CAREER READINESS |
|---|---|---|
| 3 | General Education Foreign Language Option | ☐ Take 'Keys to Successful Networking', and develop a network of contacts through LinkedIn and Lehman Alumnus. |
| 3 | Flexible Core - Scientific World | ☐ Identify a Mentor with whom you can check-in periodically (The City Tutors, Streetwise Partners, SEO, and iMentor). |
| 3 | ACC 171 - Principles of Accounting I | ☐ Update your resume with any new achievements. |
| 3 | BBA 204 - Principles of Management | |
| 3 | ECO 302 - Economics and Business Statistics | |
| 1 | CED 201 - Business Career Exploration: Self-Assessment, Discovery and Preparation | |
| 16 | TOTAL CREDITS | |

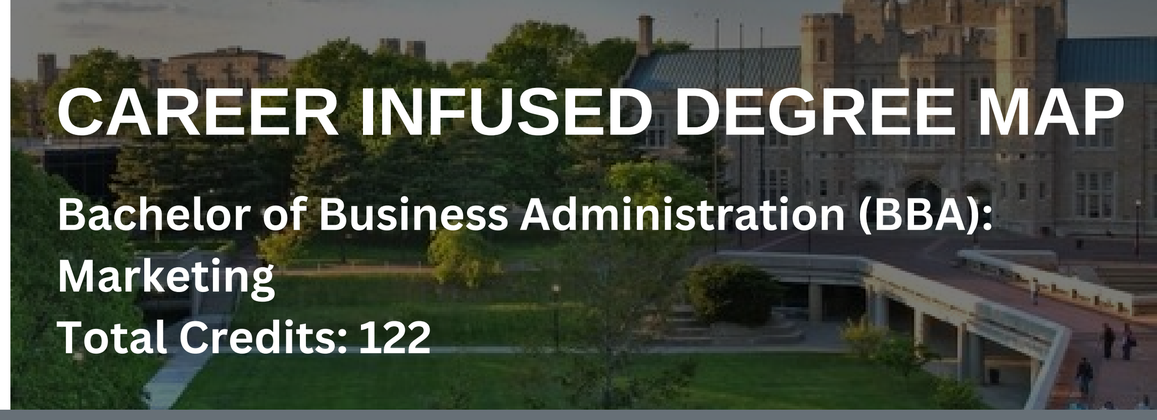
## 2ND SEMESTER

| CREDITS | ACADEMICS | CAREER READINESS |
|---|---|---|
| 3 | General Education Foreign Language Option | ☐ Attend an interview workshop to learn the fundamentals of interviewing for Marketing roles. |
| 3 | Required Core - Life and Physical Sciences | ☐ Participate in informational interviews and site visits to learn about key Marketing Functions. |
| 3 | ACC 272 - Principles of Accounting II | ☐ Identify skills/certificates outside of the classroom (LinkedIn Learning, Coursera, CUNY Upskilling, CAMS) to complete. |
| 3 | ENW 300 - Business Writing | ☐ Join a student professional organization (American Marketing Association, Association of National Advertisers ALPFA) to deepen your engagement in Marketing. |
| 3 | BBA 400 - Business Analytics | |
| 15 | TOTAL CREDITS | |



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# CAREER INFUSED DEGREE MAP

**Bachelor of Business Administration (BBA): Marketing**
**Total Credits: 122**

## ACADEMICS

## CAREER READINESS

# JUNIOR

### CREDITS

### 1ST SEMESTER

- 3 BBA 332 - Marketing Management
- 3 BBA 208 - Introduction to Information Systems & Technology
- 3 LEH 352 or 353 or 354 or 355 (must have earned 45 credits or declared your major)
- 3 Minor or Certificate Course I
- 3 Elective

**15 TOTAL CREDITS**

- ☐ Apply for internships that provide hands-on experience in Marketing.
- ☐ Prepare for interviews in Marketing by completing a Mock Interview with your Career Specialist.
- ☐ Research graduate school or certifications if considering further education.
- ☐ Take FREE instructor-led MS Office Workshops. Lehman IT Center offers all levels of MS Word, Excel, PowerPoint, Outlook, SharePoint, etc.
- ☐ Attend career fairs, conferences, and seminars focusing on marketing-related topics.

### 2ND SEMESTER

- 3 LEH 352 or 353 or 354 or 355
- 3 Flexible Core - Any Area
- 3 BBA 367 - Consumer Behavior
- 1 CED 301 - Business Career Goals, Networking and Strategies
- 3 Minor or Certificate Course II
- 3 Minor or Certificate Course III

**16 TOTAL CREDITS**

- ☐ Take leadership roles in the club or professional association you belong to.
- ☐ Engage in LEAP on Suitable and other Experimental Learning Opportunities to explore career paths & develop practical skills in marketing.
- ☐ Work in at least one Marketing internship position by the end of the summer, after your Junior year.
- ☐ Engage with career guidance, networking, and hiring events on Handshake and Forage to deepen your understanding of your career path.

# SENIOR

### CREDITS

### 1ST SEMESTER

- 3 BBA 407 - Strategic Management
- 3 BBA 467 - Marketing Research
- 3 Minor or Certificate Course IV
- 3 Elective
- 3 Elective

**15 TOTAL CREDITS**

- ☐ Meet with your Career Specialist for job search preparation. Finalize your professional resume, cover letter, and prepare for interviews.
- ☐ Use LinkedIn to let your contacts know you are looking for employment.
- ☐ If applicable, complete the process for applying to graduate school.
- ☐ Apply for career related roles. Record your progress and remember to follow-up on your applications.

### 2ND SEMESTER

- 3 PHI 330 - Business Ethics
- 3 Elective
- 3 Elective
- 3 Elective
- 3 Elective

**15 TOTAL CREDITS**

- ☐ Attend marketing networking events, Spring Career & Internship Fair, alumni panel, and industry events to connect with recruiters.
- ☐ Continue to apply for career-related roles on Handshake and targeted resources provided by your Career Specialist.
- ☐ If appropriate, complete the process of applying to graduate school.
- ☐ Practice your interview skills with your Career Specialist.
- ☐ Complete the Cap and Gown Survey on CUNYFirst.



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