

# Baruch COLLEGE

## BA IN BUSINESS COMMUNICATION CORPORATE COMMUNICATION SPECIALIZATION

**42** Pathways Credits

**9** Pre-Weissman Credits

**12** Program Pre-requisite Credits

**30** Major Credits

**27** Elective Credits

The degree map is a term-by-term sample course schedule to make it easier for you to understand how to graduate in four years with a Corporate Communication major. Use the Degree Map along with DegreeWorks as tools to assist you in planning your academic path to graduation. Your specific program of study could, and probably will, look different. You need to customize your Degree Map to fit your individual needs.

NOTE: A minimum 120 credits is required for the Bachelor of Arts (BA) degree. A minimum of 90 liberal arts credits is required for the BA. FYS 1000 is a requirement for the first term at Baruch College and MUST be completed in order to graduate.

## FALL

## SPRING

FRESHMAN

|  |      |
|--|------|
| <b>ENG 2100</b><br>Writing I<br>ENGLISH COMPOSITION I  | 3 CR |
| <b>MTH 2140 or MTH 2160</b><br>Math and Quantitative Reasoning or<br>Ideas in Math and Applications<br>MATH & QUANTITATIVE REASONING | 3 CR |
| <b>Flexible Core Course</b><br>PATHWAYS REQUIREMENT  | 3 CR |
| <b>Flexible Core Course</b><br>PATHWAYS REQUIREMENT  | 3 CR |
| <b>Flexible Core Course</b><br>PATHWAYS REQUIREMENT  | 3 CR |
| <b>FYS 1000</b><br>First Year Seminar<br>DEGREE REQUIREMENT  | 0 CR |

|   |      |
|---|------|
| <b>ENG 2150</b><br>Writing II<br>ENGLISH COMPOSITION II                                   | 3 CR |
| <b>BUS 1011</b><br>Business Fundamentals<br>ELECTIVE REQUIREMENT                          | 3 CR |
| <b>COM 1010</b><br>Speech Communication<br>PRE-WEISSMAN REQUIREMENT                       | 3 CR |
| <b>Foreign Language I</b><br>1st Semester of Foreign Language<br>PRE-WEISSMAN REQUIREMENT | 3 CR |
| <b>Flexible Core Course</b><br>PATHWAYS REQUIREMENT                                       | 3 CR |

15 FALL CREDITS + 15 SPRING CREDITS = 30 CREDITS

## FALL

## SPRING

SOPHOMORE

|   |      |
|---|------|
| <b>CIS 2200</b><br>Intro to Information Systems & Tech<br>PROGRAM PRE-REQUISITE REQUIREMENT | 3 CR |
| <b>Foreign Language II</b><br>2nd Semester of Foreign Language<br>PRE-WEISSMAN REQUIREMENT  | 3 CR |
| <b>COM 3150</b><br>Business Communication<br>MAJOR REQUIREMENT                              | 3 CR |
| <b>Life and Physical Sciences</b><br>Natural Sciences Lab Course<br>PATHWAYS REQUIREMENT    | 3 CR |
| <b>Scientific World</b><br>Natural Sciences Lecture Course<br>PATHWAYS REQUIREMENT          | 3 CR |

|   |      |
|---|------|
| <b>ECO 1110</b><br>Current Economic Problems<br>PROGRAM PRE-REQUISITE REQUIREMENT | 3 CR |
| <b>COM 3102</b><br>Communication for Executives<br>MAJOR REQUIREMENT              | 3 CR |
| <b>Flexible Core Course</b><br>PATHWAYS REQUIREMENT                               | 3 CR |
| <b>COM 3068</b><br>Managerial Communication<br>MAJOR REQUIREMENT                  | 3 CR |
| <b>PHI 1100</b><br>Ethics and Critical Thinking<br>MAJOR REQUIREMENT              | 3 CR |

30 PRIOR CREDITS + 15 FALL CREDITS + 15 SPRING CREDITS = 60 CREDITS

\*Free Electives can be any business, liberal arts, or public affairs course

BA IN BUSINESS COMMUNICATION  
CORPORATE COMMUNICATION SPECIALIZATION

DEGREE MAP

## FALL

## SPRING

JUNIOR

|  |      |
|--|------|
| <b>Liberal Arts Minor Course</b><br>College Option Course #4<br>PATHWAYS REQUIREMENT | 3 CR |
| <b>MGT 3120</b><br>Fundamentals of Management<br>PROGRAM PRE-REQUISITE REQUIREMENT   | 3 CR |
| <b>Major Elective</b><br>MAJOR REQUIREMENT   | 3 CR |
| <b>MKT 3000</b><br>Marketing Foundations<br>PROGRAM PRE-REQUISITE REQUIREMENT        | 3 CR |
| <b>Liberal Arts Elective</b><br>ELECTIVE REQUIREMENT                                 | 3 CR |

|   |      |
|---|------|
| <b>ENG 2800, CMP 2800,<br/>ENG 2850, or CMP 2850</b><br>Great Works of Literature I or II<br>PATHWAYS REQUIREMENT | 3 CR |
| <b>MGT 3300 or MGT 3800</b><br>Management Course<br>MAJOR REQUIREMENT   | 3 CR |
| <b>Major Elective</b><br>MAJOR REQUIREMENT  | 3 CR |
| <b>Liberal Arts Minor Course</b><br>College Option Course #3<br>PATHWAY REQUIREMENT                               | 3 CR |
| <b>Liberal Arts Elective</b><br>ELECTIVE REQUIREMENT  | 3 CR |

60 PRIOR CREDITS + 15 FALL CREDITS + 15 SPRING CREDITS = 90 CREDITS

## FALL

## SPRING

SENIOR

|   |      |
|---|------|
| <b>Major Elective</b><br>MAJOR REQUIREMENT  | 3 CR |
| <b>Liberal Arts Elective</b><br>ELECTIVE REQUIREMENT                                    | 3 CR |
| <b>Liberal Arts Minor Capstone</b><br>College Option Course #2<br>PATHWAYS REQUIREMENT  | 3 CR |
| <b>MKT 3520 or 3600 or 3605</b><br>Marketing/Advertising Course<br>ELECTIVE REQUIREMENT | 3 CR |
| <b>Liberal Arts Elective</b><br>ELECTIVE REQUIREMENT                                    | 3 CR |

|   |      |
|---|------|
| <b>Free Elective*</b><br>ELECTIVE REQUIREMENT   | 3 CR |
| <b>COM 5010</b><br>Internship in Business and Public<br>Communication<br>ELECTIVE REQUIREMENT | 3 CR |
| <b>Free Elective*</b><br>ELECTIVE REQUIREMENT   | 3 CR |
| <b>Free Elective*</b><br>ELECTIVE REQUIREMENT   | 3 CR |
| <b>Free Elective*</b><br>ELECTIVE REQUIREMENT   | 3 CR |

90 PRIOR CREDITS + 15 FALL CREDITS + 15 SPRING CREDITS = 120 CREDITS

\*Free Electives can be any business, liberal arts, or public affairs course

# THINGS TO TAKE NOTE OF

## General Notes

- o All Weissman School of Arts and Science majors require completion of at least 90 credits of liberal arts courses
- o Your major must be at least 24 credits
- o **Be sure to consult with your faculty advisor regarding specific major requirements**
- o You must complete a liberal arts minor as part of the College Option requirement to graduate
- o You must maintain a 2.0 Baruch GPA in order to remain in Good Academic Standing. You must also maintain a 2.0 major GPA in order to graduate
- o FYS 1000 (First Year Seminar) is a required course for all students who entered as new freshmen. Transfer students are not required to take this course
- o Consult with the Undergraduate Bulletin to check course descriptions for prerequisites and restrictions: <https://www.baruch.cuny.edu/bulletin/>

The following subjects are considered liberal arts  
and can be taken at any level to satisfy liberal arts electives:

|     |     |     |     |      |     |     |
|-----|-----|-----|-----|------|-----|-----|
| AAS | ANT | ART | BIO | BLS  | CHM | COM |
| CMP | ECO | ENG | ENV | FLM  | FPA | HED |
| HIS | HSP | IDC | JRN | LACS | LIB | LTT |
| LTS | MSC | MTH | PHI | PHY  | POL | PSY |
|     | REL | SOC | THE | NSC  | WSM |     |

The following courses are **not** considered liberal arts:

|          |          |          |          |          |          |
|----------|----------|----------|----------|----------|----------|
| ART 3059 | ART 5010 | ART 5011 | COM 4059 | ECO 5010 | ECO 5011 |
| FPA 5070 | FPA 5071 | HED 1810 | HED 2920 | MSC 2061 | MSC 2062 |
| MSC 2063 | MSC 2064 | MSC 5050 | MSC 5051 | SOC 4085 | SOC 4086 |
|          |          | THE 3046 | THE 3056 |          |          |

## Notes about the Major

- The corporate communication specialization prepares students for careers as communication specialists in business, industry, government, and nonprofit organizations in such fields as media relations, investor relations, corporate advertising, and employee communication. Interested students should contact the Department of Communication Studies at 646-312-3720. The Department is located in VC 8-240.