

**MARKETING GUIDED PATHWAY**  
Business and Management Meta-Major

Marketing involves the exciting, dynamic process of matching buyers' needs and wants with a firm's present or future market offerings. Marketing's functions involve the development, pricing, promotion, and distribution of goods or services for profit and nonprofit organizations. Earn an Associate of Arts in the Business and Management Meta-Major from York Technical College, and transfer to Winthrop University to earn your Bachelor of Science in Business Administration with a concentration in Marketing. This program provides you with the skills to satisfy customers' and organizations' goals while creating higher standards of living for society.

4/23

TERM 1 at York Technical College		
Course		√
COL 101: College Orientation	1	
ENG 101: English Composition I	3	
MAT 110: College Algebra	3	
ENG 102: English Composition II	3	
ACC 111: Accounting Concepts	3	
BUS 101: Introduction of Business	3	
<b>Total credits:</b>	<b>16</b>	

TERM 2 at York Technical College		
Course		√
ACC 101: Accounting Principles I	3	
ENG 208: World Literature I	3	
MUS 105: Music Appreciation	3	
ACC 102: Accounting Principles II	3	
PSY 201: General Psychology	3	
<b>Total credits:</b>	<b>15</b>	

TERM 3 at York Technical College		
Course		√
BIO 105: Principles of Biology	4	
ART 101: Art History and Appreciation	3	
ECO 210: Macroeconomics	3	
MAT 120: Probability and Statistics	3	
HIS 102: Western Civilization post 1689	3	
<b>Total credits:</b>	<b>16</b>	

TERM 4 at York Technical College		
Course		√
HIS 201: American History to 1877	3	
ECO 211: Microeconomics	3	
HIS 202: American History post 1877	3	
CPT 101: Introduction to Computers	3	
AST 101: Solar System Astronomy	4	
<b>Total credits:</b>	<b>16</b>	

TERM 5 at Winthrop University		
Course		√
HXCT 301: Human Experience/ Critical Reading, Thinking and Writing	3	
MGMT 321: Management and Leadership	3	
MKTG 380: Principles of Marketing	3	
FINC 311: Principles of Finance	3	
MGMT 341: Business Information Systems	3	
<b>Total credits:</b>	<b>15</b>	

TERM 6 at Winthrop University		
Course		√
MKTG 381: Consumer Behavior	3	
MKTG Elective	3	
BADM 250: Legal and Ethical Environment of Business	3	
QMTH 210: Business Analytics	3	
Elective	3	
<b>Total credits:</b>	<b>15</b>	

TERM 7 at Winthrop University		
Course		√
MKTG 387: Promotional Management and Digital Marketing	3	
MKTG 385: Marketing Research	3	
MGMT 365: Business Communications and Professional Development	3	
High Impact Practice	3	
Elective >299	3	
Physical Activity	1	
<b>Total credits:</b>	<b>16</b>	

TERM 8 at Winthrop University		
Course		√
MKTG 489: Marketing Strategy	3	
MKTG Elective	3	
Applied Quant	3	
MGMT 480: Business Policy	3	
Elective	3	
<b>Total credits:</b>	<b>15</b>	

<b>Advising Topics (at York Tech)</b>	<b>Term 1</b>	<b>Term 2</b>	<b>Year 1</b>	<b>Term 3</b>	<b>Term 4</b>	<b>Year 2</b>
Monitor York Tech e-mail	*	*		*	*	
Schedule/ attend advising appointment & register for next semester classes through Navigate. <a href="https://yorktech.navigate.eab.com">https://yorktech.navigate.eab.com</a>	*	*		*	*	
Build academic plan in Navigate Planner	*					
Create profile in the WU Credit Transfer Evaluator ( <a href="https://winthrop.transfer.degree/app/index.html">https://winthrop.transfer.degree/app/index.html</a> )	*					
Add YTC courses to WU Credit Transfer Evaluator to monitor degree progress	*	*		*	*	
Complete FAFSA. (YTC Code: 003996)			*			*
Maintain a cumulative GPA of 3.0 or higher to be eligible for WU transfer scholarships. Maintain 3.0 & 30 credit-hours for LIFE Scholarship	*		*			*
Apply for YTC scholarships ( <a href="http://www.yorktech.edu/Scholarships/">www.yorktech.edu/Scholarships/</a> )			*			*
Attend WU Transfer Information Session ( <a href="https://www.winthrop.edu/admissions/visit-the-campus.aspx">https://www.winthrop.edu/admissions/visit-the-campus.aspx</a> )				*	*	
The semester before you plan to transfer to WU, complete the WU Transfer Application ( <a href="http://apply.winthrop.edu/apply">apply.winthrop.edu/apply</a> ) and send your unofficial YTC transcript to WU					*	
Apply for YTC graduation					*	
When your final grades are posted for your last YTC classes, send your official transcript to WU.					*	
<b>Advising Topics (at Winthrop)</b>	<b>Term 5</b>	<b>Term 6</b>	<b>Year 3</b>	<b>Term 7</b>	<b>Term 8</b>	<b>Year 4</b>
Monitor Winthrop e-mail	*	*		*	*	
Schedule and attend advising appointment	*	*		*		
Declare a minor if applicable	*					
Business Acumen Credits: Students will participate in non-credit activities related to business, career and professional development, leadership, guest speakers/ panel events, and club and organizational leadership hosted by the College of Business. Each CBA-approved non-credit activity earns one point. Students are required to earn 6 points if entering as a transfer.			*			*
Review interim grades	*	*		*	*	
Track use of S/U and repeat options	*	*		*	*	
Track cultural events	*	*		*	*	
Maintain a 3.0 or higher GPA & 30 credit-hours per year for LIFE Scholarship			*			*
Complete HXCT 301 with a grade of C- or better			*			
Register for next semester classes	*	*		*		
Monitor progress on 40 credit hours above 299		*		*		
Monitor degree progress in Degree Works	*	*		*	*	
Apply online for graduation				*		