



CAREER INFUSED DEGREE MAP

Bachelor of Business Administration: 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

ACADEMICS

CAREER READINESS

CREDITS

- 3 ENG 111 - English Composition 1
- 3 ECO 166 - Introduction of Macroeconomics
- 3 MAT 126 - Quantitative Reasoning
- 3 Flexible Core - World Cultures & Global Issues
- 3 LEH 250 - First-year Seminar
- 15 TOTAL CREDITS

1ST SEMESTER

- ☐ Activate your Handshake account with CEDC to begin exploring career resources and opportunities available through your college’s career center.
- ☐ Create a resume to begin documenting your achievements. Review samples for your major on Handshake Document Library.
- ☐ Join the Marketing Club to start building your network and developing soft skills.

2ND SEMESTER

- 3 ENG 121 - English Composition II
- 3 Flexible Core - U.S. Experience in its Diversity
- 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
- 3 Flexible Core - Creative Expression
- 3 ECO 167 - Introduction to Microeconomics
- 16 TOTAL CREDITS

- ☐ Create a LinkedIn account to establish your professional presence online.
- ☐ Explore career paths in Marketing, and take the Focus 2 Career Assessment. Code: Lightning
- ☐ Begin exploring early pipeline programs like America Needs You (ANY), CUNY Career Launch & Spring Forward.
- ☐ Create a draft cover letter you can use to apply to internships and pipeline programs.

SOPHOMORE

CREDITS

1ST SEMESTER

- 3 General Education Foreign Language Option
- 3 Flexible Core - Scientific World
- 3 ACC 171 - Principles of Accounting I
- 3 BBA 204 - Principles of Management
- 3 BBA 303 - Business Statistics I
- 1 CED 201 - Business Career Exploration & Planning, and Self-Discovery
- 16 TOTAL CREDITS

- ☐ Take ‘Keys to Successful Networking’, and develop a network of contacts through LinkedIn and Lehman Alumnus.
- ☐ Identify a Mentor with whom you can check-in periodically (The City Tutors, Streetwise Partners, SEO, and iMentor).
- ☐ Update your resume with any new achievements.

2ND SEMESTER

- 3 General Education Foreign Language Option
- 3 Required Core - Life and Physical Sciences
- 3 ACC 272 - Principles of Accounting II
- 3 ENW 300 - Business Writing
- 3 BBA 403 - Intermediate Statistics II
- 15 TOTAL CREDITS

- ☐ Attend an interview workshop to learn the fundamentals of interviewing for Marketing roles.
- ☐ Participate in informational interviews and site visits to learn about key Marketing Functions.
- ☐ Identify skills/certificates outside of the classroom (LinkedIn Learning, Coursera, CUNY Upskilling, CAMS) to complete.
- ☐ Join a student professional organization (American Marketing Association, Association of National Advertisers ALPFA) to deepen your engagement in Marketing.



ACADEMICS

CAREER READINESS

CREDITS

- 3 BBA 332 - Marketing Management
- 3 BBA 405- Management Decision Making
- 3 LEH 352 or 353 or 354 or 355 (must have earned 45 credits or declared your major)
- 3 Minor or Certificate Course 1
- 3 Elective
- 15 TOTAL CREDITS

1ST SEMESTER

- ☐ 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
- 3 Minor or Certificate Course II
- 3 Minor or Certificate Course III
- 1 CED 301: Business Career Goals, Strategies and Networking
- 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.

CREDITS

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

1ST SEMESTER

- ☐ 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
- 14 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.