

3401 Advertising Media Planning

Prerequisite: ADV 3400. To provide students with the basic skills in media planning and buying. Students learn how to select which media are best suited to an advertiser's message and how to prepare a media plan. *Credit: 3 semester hours.*

3402 The Broadcast Representative's Role in Radio and Television Sales

Prerequisite: MKT 1001. Discusses the broadcast representative's role in place radio and television ads. Topics include research, marketing, computer applications, programming, and contractual relationships. *Credit: 3 semester hours.*

4402 Modern Account Management

Prerequisite: Senior Status, Advertising Majors Only In an evolving world of advertising, traditional methods of the advertising account executive are simply not enough to lead increasingly sophisticated Integrated Advertising Communications teams. Advertising students will become familiar with the tools and practices necessary to manage the process of delivering efficient, effective, brand-focused IAC advertising programs. *Credit: 3 semester hours*

4600 Advertising Portfolio

Students are provided with an opportunity to develop a digitally designed, print-based portfolio book, a multimedia-based web portfolio, and/or a broadcast reel. Final grading is assessed on completion of an effective portfolio(s) that meets advertising industry standards. Students are free to use a variety of digital tools to create their advertising portfolios. *Open to juniors and seniors only. (Cf: PRL 4601) Credit: 3 semester hours.*

4601 Seminar in Advertising Communication

Prerequisite: MKT 1001. An overview covering the three basic aspects of advertising: how to create ads that sell; how to market products to the public; and: the proper use of media to promote products. Students write creative strategies and copy, learn visual techniques and prepare draft layouts. *Credit: 3 semester hours.*

5001 Advertising Internship

Prerequisite: Permission of the Director. An off-campus experience with a professional advertising organization. *Open to juniors and seniors only. Credit: 3 semester hours.*

5002 Advertising Internship

Prerequisite: Permission of the Director. An off-campus experience with a professional advertising organization. *Open to juniors and seniors only. Credit: 3 semester hours.*

5003 Advertising Internship

Prerequisite: Permission of the Director. An off-campus experience with a professional advertising organization. *Open to juniors and seniors only. Credit: 3 semester hours.*

5004 Advertising Internship

Prerequisite: Permission of the Director. An off-campus experience with a professional advertising organization. *Open to juniors and seniors only. Credit: 3 semester hours.*

Biology (BIO)

(Queens)

1002 Principles of Biology

Introduction to biological principles with an emphasis on understanding the cell, genetics and physiology. The course is designed for students whose career objectives are not in the physical or natural sciences. *Credit: 3 semester hours. BIO 1050 (SI)*

1004 Topics in Health

A survey of present-day health problems including nutrition, exercise, heart disease, cancer and the aging process. The emphasis is on recent research and its implications for students in their daily lives. The basic biological principles underlying these topics are stressed. *Credit: 3 semester hours. BIO 1050 (SI)*

1005 Biological Aspects of Anti-Social Behavior

Prerequisite: BIO 1002 or 1004. A biology course designed for the criminal justice student. The course deals with the physiological aspects of deviant behavior and of drug addiction and alcoholism. *Credit: 3 semester hours.*

1007 Health for Women and Men

The course deals with reproductive anatomy and physiology, with an emphasis on gender differences; health, nutrition and fitness issues are stressed. *Credit: 3 semester hours. Free elective only.*

1008 Anatomy and Physiology

An introduction to the anatomy and physiology of the human body. The major systems of the body will be studied, emphasizing structures, functions, and mechanisms. Topics will be supplemented with clinical information and terminology relevant to the healthcare profession. *Credit: 3 semester hours.*

1011 The Physiology of Exercise

This course includes a discussion of the physiology of contraction of striated, smooth and cardiac muscles, factors in exercise and the effects of training on muscles. *Credit: 3 semester hours.*

1012 Issues in Biology

This course is designed to give the student an understanding of the process of science in terms of basic biological concepts. *No prerequisites. Primarily for communication arts and journalism majors. Credit: 3 semester hours.*

1014 Ecological and Environmental Studies

This course studies different levels of ecological organization including population, community, ecosystem and biosphere. Emphasis is placed upon current environmental concerns. *No prerequisites. Credit: 3 semester hours.*

1015 Women in Biology

This course examines the contributions women have made historically, as well as those they are currently making, to the field of biology. *No prerequisites. Credit: 3 semester hours.*

1030 Biology for Elementary Teachers

This course reviews important topics in biology relevant for elementary education majors. A main objective is to provide a foundation of subject matter that enables students to become scientifically literate. *Open only to The School of Education students. Credit: 3 semester hours.*

Business Law (BLW)

(Queens, Staten Island)

1001 Law and Business

A study of the United States legal system emphasizing its origins, development, and operation and a survey of the substantive law of contracts, torts, and crimes as well as procedural law (with emphasis on civil procedure), with applications in the business environment. *Credit: 3 semester hours.*

1005 Topics of Business Law

This course replaces the former BLW 1002. A brief study of the United States legal system and, in-depth study of selected substantive business law subjects such as legal entities employed in commerce (corporations, partnerships, etc.), agency, property (real and personal), bailments, and sales. *Credit: 3 semester hours.*

1015 Legal Environment of the Workplace

Prerequisite: BLW 1001 or BLW 1005. An examination of the legal environment of Human Resources, including federal and state laws that establish the rights and responsibilities of employers and employees. It aims at improving students' abilities to prevent, analyze, and resolve employment-related problems in the workplace through a study of various topics, including at-will employment, discrimination, harassment, privacy, fair labor standards, and collective bargaining. *Credit: 3 semester hours.*

1020 International Business Law

Prerequisite: BLW 1001 or BLW 1005. A survey of U.S. and foreign laws governing international business transactions. Antitrust and other trade regulation laws, foreign exchange and investment restrictions, tax and corporate laws relevant to the location of an enterprise, licensing requirements and international treaties affecting commercial transactions are considered. *Credit: 3 semester hours.*

1026 Moot Court

Prerequisite: Any law course. The preparation of a case for trial, including basic research of the legal issues, gathering and analyzing the evidence and examination of witnesses. Presentation of the case in an actual trial setting in the fictitious state of MOOT, with

2710 Governments and Politics of the Far East

The political and institutional developments in the Far East, with major emphasis on China, Japan and Korea, their political backgrounds and present foreign relations.

Credit: 3 semester hours.

2720 Governments and Politics of South and Southeast Asia

The political and institutional developments of South Asia, emphasizing India, Pakistan, Bangladesh, Sri Lanka and those of Southeast Asia, emphasizing Vietnam, Indonesia and the Philippines. *Credit: 3 semester hours.*

3710 Banking in East Asia

Banking in East Asia: core banking functions, types of banks, diversification of banking activities, risk management issues, bank failure and financial crises, and competitive issues.

Credit: 3 semester hours

4953 Reading and Research

Restricted Registration. Open to ASC majors only. With permission of the Director, a student conducts research under the guidance of a faculty advisor. *Credit: 3 semester hours.*

Chinese Courses (CHI)**1010; 1020 Elementary Chinese**

Prerequisite: CHI 1010 is a *Prerequisite* for CHI 1020. The development of audio-lingual and reading skills through a study of the essentials of grammar, pronunciation and vocabulary. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

2030; 2040 Intermediate Chinese

Prerequisite: CHI 1020 or placement exam. CHI 2030 is a *Prerequisite* for CHI 2040. A review of the essentials of grammar, extensive vocabulary building and development of writing skills. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

3090; 3100 Readings of Selected Chinese Essays

Prerequisite: CHI 2040 or placement exam. Readings of selected works of representative writers of Chinese literature. *Credit: 3 semester hours.*

Japanese Courses (JPN)**1010; 1030 Elementary Japanese**

Prerequisite: JPN 1010 is a *Prerequisite* for JPN 1030. Reading, writing and conversation through a study of all major types of Japanese sentences. Study of the essentials of grammar, pronunciation, accent, intonation and vocabulary is emphasized. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

2030; 2040 Intermediate Japanese

Prerequisite: JPN 1030 or placement exam. JPN 2030 is a *Prerequisite* for JPN 2040.

This course increases the student's ability in comprehending, reading and writing Japanese. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

3090; 3100 Readings in Selected Japanese Essays

Prerequisite: JPN 2040 or placement exam. Intensive reading of selected essays compiled in Standard Japanese Readers, Book Two. 350 new Kanji are introduced. *Credit: 3 semester hours.*

Korean Courses (KOR)**1010; 1020 Elementary Korean**

Prerequisite: KOR 1010 is a *Prerequisite* for KOR 1020. Introduction to Korean. The students study the fundamentals of the Korean language with emphasis on the Korean alphabet, spelling, pronunciation and basic grammar. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

2030; 2040 Intermediate Korean

Prerequisite: KOR 1020 or placement exam. KOR 2030 is a *Prerequisite* for KOR 2040. This course provides a systematic expansion of vocabulary and grammatical forms of standard Korean. Chinese characters, as used in Korean mixed script, are also introduced. *Language Laboratory required. Laboratory fee, \$50. Credit: 3 semester hours.*

3090; 3100 Readings in Selected Korean Essays

Prerequisite: KOR 2040 or placement exam. Completion of the introduction to Korean writing in mixed script and intensive reading in contemporary Korean essays. *Credit: 3 semester hours.*

Biology (BIO)**Major Sequence**

32 semester hours including BIO 1000, 1001L, 2000, 2001L, 3000, 3001L and 20 elective hours in BIO. In addition, biology majors are required to take CHE 1210, 1220, 2230, 2240, MTH 1210, 1220 and PHY 1610, 1620 or 1930, 1940.

BIO 1050, 1060, 1070, 1360 and 1600 are not applicable to the major sequence. Students are encouraged to take advantage of possibilities for research: BIO 4953 and 4954. Non-biology majors seeking to take one year of Biology should register for BIO 2000 and 3000.

B.S./M.S.

The Department of Biological Sciences offers an accelerated B.S./M.S. program designed to be completed in five years, which is open to undergraduate juniors with a 3.0 cumulative index overall and a 3.5 index in biology. B.S./M.S. students complete a total of 144 credits, 33 on the graduate level including BIO 207, 208; 211 and three semesters of BIO 599.

Undergraduate credits must include BIO 1000, 1001L; 2000, 2001L; 3000, 3001L; and 4953, 4954; and either BIO 3320, 3390, or 3470 in addition to all other science requirements for the major. Normally, students take BIO 207, 208, 211 and 248 or a comparable elective and one semester of BIO 599 in the fourth year, electives and two semesters of BIO 599 in the fifth year. Those selecting the thesis option also complete six credits of BIO 900 and additional elective credits. Other students complete additional elective credits. For detailed information, students should consult the graduate Dean's Office during their freshman or sophomore year.

Minor Sequence

20 semester hours: BIO 1000, 1000L, 2000, 2001L, 3000, 3001L plus any two other courses listed in the current bulletin and approved by the department for majors. *BIO 1050, 1060, 1360 and 1600 are not applicable to the minor sequence. Some of these courses have other Prerequisites such as CHE 2240.*

Biology Course Offerings (BIO)**1000 Fundamentals of Biology, I: Introduction to Population Biology**

Corequisite: BIO 1001L Laboratory. Evolution, classification and taxonomy, population biology and ecology. *Lecture, 3 hours. Laboratory, 3 hours. Credit: 4 semester hours.*

1001L Fundamentals of Biology I Laboratory

Corequisite: BIO 1000. Principles of evolution, population biology and ecology from a laboratory perspective. *Laboratory, 3 hours. Laboratory fee, \$100.*

1050 Human Biology

Aspects of human anatomy and physiology. Included are anatomy, physiology, cell biology, genetics, histology, embryology, growth and development. *Not open to BIO majors. Credit: 3 semester hours.*

1060 Biology and Health

The body in health and disease and a knowledge of the contemporary advances in medicine and allied health fields. *Not open to BIO majors. Credit: 3 semester hours.*

1070 Environmental Biology

Human ecology and evolution; interrelations between humans and environment at the individual, population and ecosystem levels. *Not open to BIO majors. Credit: 3 semester hours.*

1360 Biology and Society

Environmental science and its relation to the human condition, changes in population, resources of the earth, chemicals in the environment and human health. *Not open to BIO majors. Credit: 3 semester hours. (SI)*