

Brookdale Community College - New Jersey City University

New Jersey Coastal Community University

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A.A. Business Administration - B.S. Marketing

*Draft - For Advising Purposes*

Brookdale General Education Requirements		NJCU Equivalent	Credits	Comments
<b>Communication</b>	<b>9</b>			
ENGL 121 English Composition: The Writing Process	3	English Composition	3	
ENGL 122 English Composition: Writing & Research	3	English Composition	3	
SPCH 115 Effective Speech	3			
<b>Humanities</b>	<b>9</b>			
<b>Social Sciences</b>	<b>6</b>			
Econ 105 Macro Economics	3	Econ 207	3	Pre-major course
Econ 106 Micro Economics	3	Econ 208	3	Pre-major course
<b>Math/Science/Technological &amp; Information Literacy Competency</b>	<b>14</b>			
<b>Mathematics</b>				
MATH 145 Algebraic Modeling	4			
MATH 156	3	MA 1165 Pre-Calculus for Business	3	Pre-major course
<i>Sciences (Lab Science)</i>	4	Lab Science		
<i>Technological or Information Literacy Competency</i>				
COMP 129	3	CS 214 Business Apps Micro I	3	BUSI 165 meets this req. but does not count toward Brookdale Gen Ed
<b>History</b>	<b>6</b>			
Choose at least one history course that meets the CG requirement (HIST 105, 106, 107)				
<b>Cultural &amp; Global Awareness</b>	<b>0-3</b>			
<b>Total General Ed</b>	<b>45-47</b>			
<b>New Jersey City</b>		<b>Brookdale</b>		
<b>MARKETING: 51 Cr. Required</b>	<b>51</b>			
<b>Common Core Requirements</b>	<b>30</b>			
BUS 201 Intro to Business	3	BUSI 105	3	Pre-major course
BUS 203 Business Statistics	3	ECON 225	3	
BUS 211 Principles of Management	3	BUSI 205	3	

BUS 231 Principles of Marketing	3	MRKT 101	3	
BUS 241 International Business	3	BUSI 251	3	
BUS 251 Principles of Accounting I	3	ACCT 101	3	Pre-major course
BUS 252 Principles of Accounting II	3	ACCT 102	3	Pre-major course
BUS 281 Business Law I	3	BUSI 221	3	
BUS 371 Managerial Finance	3			
BUS 411 Business Policy	3			
<b>SPECIALIZATION REQUIREMENTS</b>	<b>21</b>			
BUS 331 Consumer Behavior	3			
BUS 332 Market Communications	3			
BUS 432 Market Research	3			
BUS 433 Marketing Management	3			
BUS 534 Sem: Marketing	3			
<b>SELECT ANY (2) courses for (6) SH</b>	<b>6</b>			
BUSI 301 Professional Development	3			
BUS 333 Direct Response Marketing	3			
BUS 361 Sales Dynamics	3			
BUS 387 Retail Structure & Strategy	3			
BUS 390 Intro to Travel & Tourism	3			
BUS 513 Entrepreneurship	3			
<b>ELECTIVES (8)</b>				
ENGL 347 Effective Spkg. or (Recommended)	3			
ENGL 359 Grammar & Usage	3			
ENGL 393 Public Relations	3			
<b>5 Credits in Cooperative Education</b>	<b>2, 4, or 6 cr.</b>			1,2, or 3 credits pass/fail AND an equal number of credits for a letter grade; has to be 2, 4, or 6 credits at a time.
<b>6 Credits in Travel &amp; Tourism</b>	<b>6</b>			
<b>Electives (5 courses)</b>	<b>*15 cr.</b>			*Number of elective credits varies based on credits "double-counted" as part of GE and major.
<b>Total Degree Credits - Minimum 128</b>				

General Education Courses transfer in full for AA/AS degree holders, with the exception of the specific pre-major requirements listed under the BCC General Education Requirements.

2.5 Minimum GPA