

New Jersey Coastal Community University
 Brookdale Community College - NJ City University
 Business Administration - Marketing

Draft - For Advising Purposes

Brookdale General Education Requirements	Credits	NJCU Equivalent	Credits	Comments
Communication	9			
ENGL 121 English Composition: The Writing Process	3	English Compositio	3	
ENGL 122 English Composition: Writing & Research	3	English Compositio	3	
SPCH 115 Effective Speech	3			
Humanities	9			
Social Sciences	6			
Econ 105 Macro Economics	3	Econ 207	3	Pre-major course
Econ 106 Micro Economics	3	Econ 208	3	Pre-major course
Math/Science/Technological & Information Literacy Competency	14			
Mathematics				
MATH 145 Algebraic Modeling	4			
MATH 156	3	MA 1165 Pre-Calc 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
History	6			
Choose at least one history course that meets the CG requirement (HIST 105, 106, 107)				
Cultural & Global Awareness	0-3			
Total General Ed	45-47			
New Jersey City		Brookdale		
MARKETING: 51 Cr. Required	51			
Common Core Requirements	30			
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			
SPECIALIZATION REQUIREMENTS	21			
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			
SELECT ANY (2) courses for (6) SH	6			
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			
ELECTIVES (8)				
ENGL 347 Effective Spkg. or (Recommended)	3			
ENGL 359 Grammar & Usage	3			
ENGL 393 Public Relations	3			
5 Credits in Cooperative Education	2, 4, or 6 cr.			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.
6 Credits in Travel & Tourism	6			
Electives (5 courses)	*15 cr.			*Number of elective credits varies based on credits "double-counted" as part of GE and major.
Total Degree Credits - Minimum 128				

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