

Transfer Guide AAS in Marketing

BS Labor & Employment Relations Rutgers New Brunswick SMLR

Brookdale General Education Requirements (20 credits) plus 9-10 credits electives:

The following two courses are recommended by Brookdale:

ENGL 121 English Composition: Writing Process (3)
SPCH 115 Public Speaking (3)

At Rutgers SMLR:

Writing I Gen Ed
Humanities Gen Ed

Other Gen Ed classes & electives recommended by Rutgers SMLR:

ENGL 122 English Composition: Writing & Research (3)
Humanities course (3)
Science course (3-4)
Science course (3-4)
History course (3)
Mathematics or quantitative class like accounting (3)
Other transferrable electives (4-6)

Writing II Gen Ed
Humanities Gen Ed
Science Gen Ed
Science Gen Ed
History Gen Ed
Quant Gen Ed
Elective

Career Studies Required by Brookdale: 20-21 credits

BUSI105	Introduction to Business (3)	Elective
MRKT101	Introduction to Marketing (3)	Elective (33:011:202)
MRKT105	Advertising (3)	Elective
MRKT111	Fundamentals of Retailing (3)	Elective
MRKT145	Salesmanship (3)	Elective
MRKT202	Marketing in Contemporary Society (3)	Elective
Plus one of the following three classes:		
COMP129	Information Technology (3)	Elective
BUSI165	Computer Applications in Business (3)	Elective
OADM116	Microsoft Office (3)	<i>Not transferrable</i>

Career Studies: Choice of 9-10 credits from among the following:

BUSI205	Principles of Management (3)	Elective (33:011:201)
BUSI221	Business Law I (3)	Elective (33:011:204)
ECON105	Macro Economics (3)	Major
ECON106	Micro Economics (3)	Major
ECON225	Business Statistics (3)	Res Meth/Stats & Quant (01:960:285)
COMP105	Introduction to the Internet (1)	<i>Not transferrable</i>
FASH121	Fashion Merchandising (3)	Elective
FASH213	Buying (3)	Elective
FASH224	Case Studies Fashion Merchandising (3)	<i>Not transferrable</i>

What remains to be taken at Rutgers?

- Varies depending on what was taken for this AAS. In the best case, 60 credits will transfer, all Gen Ed requirements will be completed, along with 6 credits in the major.

For further information contact Joe Walsh, joe.walsh@rutgers.edu; 732-625-7012.

Rutgers: The State University of New Jersey