

TRANSFER ARTICULATION DEGREE PLANS

University Partnerships Brookdale Community College - New Jersey City University A.S. Business Administration - B.S. Marketing				
Brookdale General Education Requirements		NJCU Equivalent	Credits	Comments
Communication	9			
ENGL 121 English Composition: The Writing Process	3	English Comp I	3	
ENGL 122 English Composition: Writing & Research	3	English Comp II	3	
SPCH 115 Effective Speech	3			
Humanities	3			
HIST 105 or 106 or ENGL 235 or 236	3			
Social Sciences	3			
PSYC 105 or PSYC 106	3			
Humanities or Social Science	3			
PHIL 227 or SOCI 101	3			
Math/Science/Technological & Information Literacy Competency	14			
Mathematics				
MATH 145 Algebraic Modeling	4			
MATH 156	3	MA 164 Pre-Calc for Business	4	
<i>Sciences (Lab Science)</i>	4	Lab Science		
<i>Technological or Information Literacy Competency</i>				
COMP 129	3			
Total General Education Credits	32			
Career Studies Requirements	18			
BUSI 105 Introduction to Business	3			No longer required by NJCU
ECON 105 Macro Economics	3	ECON 207	3	
ECON 106 Micro Economics	3	ECON 208	3	
ACCT 101 Principles of Accounting I	3	ACCT 251	3	
ACCT 102 Principles of Accounting II	3	ACCT 252	3	
ECON 225 Business Statistics	3	MGMT 203	3	
Career Studies Choices	9-11			
BUSI 205 Principles of Management	3	MGMT 211	3	
BUSI 221 Business Law I	3	ACCT 281	3	
MRKT101 Intro to Marketing	3	MKTG 231	3	
MATH 176 Business Calculus	4	MATH 200	4	
Total Credits	63			

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New Jersey City University				
MARKETING				
Common Core Requirements (33 credits - some satisfied above)				
BUSI 241 Global Business	3	BUSI 251	3	Course Not Required in Curriculum for BCC
MGMT 225 Business Enterprise Applications	3			
MGMT 251 Operations and Project Management Fundamentals	3			
FINC 371 Managerial Finance (ECON 208, ACCT 252, MATH 164)	3			
BUSI 411 Business Policy (FINC 371)	3			
Major Requirements (21 credits)				
MKTG 331 Consumer Behavior (MKTG 231)	3			
MKTG 332 Marketing Communications (MKTG 231)	3			
MKTG 432 Marketing Research (BUSI 203, MKTG 331)	3			
MKTG 433 Marketing Management (MKTG 231, 331)	3			
MKTG 534 Seminar: Marketing Application, Cases, Simulation (MKTG 331, 332, 432, 433)	3			
Select any two (2) courses for six (6) semester hours			Credits	
MKTG 350 Social Media Marketing (MKTG 231)	3			
MKTG 360 Public Relations Theory & Global Development (MKTG 231)	3			
MKTG 363 Global Marketing (MKTG 231)	3			
MKTG 422 Ecommerce	3			