**** **KEAN UNIVERSITY: COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT**

**(40400) B.S. IN MARKETING: 120 SEMESTER HOURS (S.H.)**

**For students graduating from Brookdale Community College with an A.S. in Business Administration and transferring to Kean University**

**Kean University Courses are in Blue (59-60 S.H.) Brookdale Community College Courses are in Red (60-61 S.H.)**

**EFFECTIVE: Fall 2021 KEAN GPA REQUIREMENTS: Declaration G.P.A. requirement 2.5 and a C in all courses with an (\*); Graduation G.P.A. Requirement: 2.3 and a C in all major courses**

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| **GENERAL EDUCATION REQUIREMENTS: 35 S.H.**  | **ACADEMIC MAJOR: 55 S.H.** (all major courses require a minimum grade of C) |
| **Foundation Requirements: 13 S.H.** | **Required: Business Core 31 S.H.** |
| GE 3000 Transfer Transitions | 1 | ACCT 2200 Prin of Accounting I | ACCT 101 Principles of Acct I | 3 |
| ENG 1030 English Comp\* | ENGL 121 English Composition I | 3 | ACCT 2210 Prin of Accounting II | ACCT 102 Principles of Acct II | 3 |
| MATH 1044 or 1054 Pre-Calc\* | MATH 153 Pre-Calculus1 | 3 | BLAW 2051 Business Law I | 3 |
| COMM 1402 Speech Comm\* | SPCH 115 Public Speaking | 3 | MGS 2030 Prin of Management  | BUSI 205 Prin of Mgmt1 | 3 |
| GE 2021 Research/Tech\*  | ENGL 122 English Composition II | 3 | MKT 2500 Prin of Marketing  | MRKT 101 Intro to Marketing1 | 3 |
|  | MGS 2150 Business Stats and Applications | 4 |
| **DISCIPLINARY & INTERDISCIPLINARY DISTRIBUTION COURSES** | MGS 3520 Business Ethics | 3 |
| **Humanities: 6 S.H.** | MGS 3040 Management info Syst | 3 |
| ENG 2403 World Literature | HIST 105 or 106 or ENGL 235 or 2362 | 3 | MGS 4010 Operation Management | 3 |
| *Select* ***One*** *course from below* | FIN 3310 Corporate Finance  | 3 |
| Fine Arts/Art History | BCC Humanities or Social Science Requirement (Choose PHIL 227 or SOCI 101)2 | 3 | **Required: Marketing Core: 12 S.H.** |
| Philosophy or Religion | MKT 3510 Consumer Behavior | 3 |
| Foreign Languages | MKT 3550 Marketing Research | 3 |
| Music or Theatre | MKT 4220 International Marketing | 3 |
| Interdisciplinary | MKT 4500 Seminar in Marketing Strategy | 3 |
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| **Social Sciences: 6 S.H.** | **Marketing Electives: 9 S.H.***Select 3 MKT classes at the 3000-4000 level.*  |
| HIST 1062 Worlds of History | BUSI 105 Intro to Business2 | 3 |
| Psychology | BCC Social Sciences RequirementPSYC 105 Intro to Psychology IorPSYC 106 Intro to Psychology II | 3 |
| Economics or World Geography | MKT 3000-4000 major elective | 3 |
| Political Science | MKT 3000-4000 major elective | 3 |
| Sociology or Anthropology | MKT 3000-4000 major elective | 3 |
| Interdisciplinary |  |
|  | **\*\*MAJOR Capstone Course\*\* 3 S.H.** |
| **Science and Mathematics:7 S.H.** | MGS 4999 Integrative Business Strategy (WE)  | 3 |
| CPS 1032 Microcomputer App**\*** | COMP 129 Information Tech | 3 |  |
| *Select* ***ONE*** *4 Credit lab course* | **Free Electives 21 S.H.****(At least 50% must be at the 3000-4000 level. MKT 3291-3291 Internship/Co-op and MKT 1996 Research Initiative are optional)** |
| *Select a 4 Credit lab from:*Biology, Chemistry, Environmental Sciences, Earth Sciences, Forensic Sciences Interdisciplinary, Physics or Sustainability Sciences | BCC General Education Lab Science4 credits | 4 |
| MKT 1996 | 0-1 |
| MKT 3291-3293 | 0-3 |
| FEX 1000 Lower Level Free Elective | MATH 145 or MATH 151 | 4 |
| FEX 1000 Lower Level Free Elective | MATH 152 or MATH 156 | 3-4 |
|  | FEX 1000 Lower Level Free Elective | ECON 225 Business Stats | 3 |
| **Additional Required Courses**: **12 S.H.** | FEX 1000 Lower Level Free Elective | 1 credit fromMATH 153  | 1 |
| ECO 1020 Prin of Macroecon\* | ECON 105 Macro Economics | 3 | Kean University 3000-4000 level courses | 3 |
| ECO 1021 Prin of Microecon\* | ECON 106 Micro Economics | 3 | Kean University 3000-4000 level courses | 3 |
| ENG 3090 Business & Professional Writing | 3 | Kean University 3000-4000 level course(s) | 3-4 |
| COMM 3590 Business & Professional Communication | 3 |  |
|  | **TOTAL CREDITS 120 S.H.** |
| 1Fulfills the Brookdale Community College Career Studies Electives and Elective Credits totaling 10 credits. | 2This substitution is allowed under the NJ Statewide Transfer Agreement if you graduate with the A.S. in Business Administration from Brookdale Community College. |