



(40400) B.S. in Marketing, 124 semester hours (S.H.)

This sheet applies to students with an A. S. in General Studies with a Concentration in Business from OCC. (Ocean County College= 64 S.H., Kean University= 60 S.H.) (revised 11/9/09)

NAME _____

STUDENT I.D.# _____

START TERM _____

GENERAL EDUCATION REQUIREMENTS: 34 S.H.

FOUNDATION REQUIREMENTS 12 S.H.

KEAN UNIVERSITY COURSE

GE 1000 Transition to Kean _____ waived

OCEAN COUNTY COLLEGE COURSES

ENG 151 English Composition I¹ _____ 3

MATH 191 Precalculus I or higher _____ 3

COMM 154 Public Speaking _____ 3

ENGL 152 English Composition II _____ 3

DISCIPLINARY REQUIREMENTS:

HUMANITIES 6 S.H.

OCEAN COUNTY COLLEGE COURSES

ENGL 255 or 256 World Literature _____ 3

Select one course from OCC list of GHUM courses, excluding ENGL and HIST courses. Note that credit for study of foreign language is granted only upon completion of six credits, with three credits applicable to this area and three applicable to free electives.

_____ 3

SOCIAL SCIENCES 6 S.H.

OCEAN COUNTY COLLEGE COURSES

HIST 100 or HIST 171 or HIST 172 _____ 3

Select one course from OCC list of GSOC courses.

_____ 3

SCIENCE & MATHEMATICS 7 S.H.

OCEAN COUNTY COLLEGE COURSES

CSIT 126 Intermediate Spreadsheets & Database _____ 3

Select one 4-credit lab course.

_____ 4

GE/MAJOR CAPSTONE COURSE 3 S.H.

KEAN UNIVERSITY COURSE

MGS 4999 Integrative Business Strategy² _____ 3

ADDITIONAL REQUIREMENTS 18 S.H.

OCEAN COUNTY COLLEGE COURSES

ECON 151 Macro Economic Principles _____ 3

ECON 152 Micro Economic Principles _____ 3

MATH 156 Intro. to Statistics _____ 3

KEAN UNIVERSITY COURSE

COMM 3590 Business & Professional Comm. _____ 3

ENG 3090 Bus & Professional Writing _____ 3

PHIL 3310 Business Ethics _____ 3

Footnotes:

¹ENGL 151 requires a grade of C to count for Kean University.

²MGS 4999 serves as a capstone course for both the GE program and the Marketing major.

³All major courses require a grade of C or better.

TRANSFER INSTITUTIONS

CREDITS

Table with 2 columns: Transfer Institutions, Credits. Includes blank lines for student input.

MAJOR REQUIREMENTS³: 48 S.H.

Required Business Core 24 S. H.:

OCEAN COUNTY COLLEGE COURSES

ACCT 161 Principles of Accounting I _____ 3

ACCT 162 Principles of Accounting II _____ 3

BUSN 251 Business Law I _____ 3

BUSN 134 Principles of Marketing _____ 3

BUSN 271 Principles of Management _____ 3

MATH 240 Business Calculus _____ 3

KEAN UNIVERSITY COURSES

MGS 4010 Operations Management _____ 3

FIN 3310 Corporate Finance I _____ 3

Required Marketing Core: 12 S. H.:

MKT 3510 Consumer Behavior _____ 3

MKT 3550 Marketing Research _____ 3

MKT 4410 International Marketing _____ 3

MKT 4500 Seminar in Marketing Strategy _____ 3

Marketing Electives: 12 S. H.

MKT _____ 3

MKT _____ 3

MKT _____ 3

MKT _____ 3

FREE ELECTIVES: 24 S.H.

At least 50% must be at the 3000 or 4000 level.

OCEAN COUNTY COLLEGE COURSES

Up to 3 credits allowed. CSIT 123 recommended.

KEAN UNIVERSITY COURSES

Table with 2 columns: Kean University Courses, Credits. Includes blank lines for student input.



**KEAN
OCEAN**

Comments:

Evaluator's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Signature _____ Date _____

Advisor's Signature _____ Date _____

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