KEAN UNIVERSITY  
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION  
(40400) B.S. MARKETING 128 SEMESTER HOURS (S.H.)  
(EFFECTIVE: 9/02)
Footnotes
1 Required of all Freshmen and Transfers with fewer than 10 credits.
2 See prerequisites and equivalencies on page 3.
3 Additional 3 credit course paired with Reading may be required by placement testing.
4 Composition requires a minimum grade of C.
5 All major courses, including the Capstone, require a grade of C or better.
6 MGS 4110 may be substituted with equivalent by department approval.

* Required Distribution Course

Comments:
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Evaluator's Signature_____________________________________________Date________________
Advisor’s Signature_____________________________________________Date________________
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Your major department is located in Willis Hall, Room 403, the phone number is (908)527-2067.

YOU MUST BRING THIS EVALUATION AND YOUR KEAN UNIVERSITY
TRANSCRIPT TO ALL ADVISING/REGISTRATION SESSIONS.
ADDITIONAL MAJOR INFORMATION AND REQUIREMENTS

Cooperative Education may be taken for three or six credits and used only in the free elective area.

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement
Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing prior to registration. Students may be exempt from testing due to SAT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses

ENG 1030
Prereq: Placement testing
Equiv: ENG 1031/32; 1033/34; 1430; ENG 1020; 1400

MATH 1000
Prereq: Placement testing
Equiv: MATH 1001/02; 1003/04; 1051

COMM 1402
Prereq: CS 0411 or 0412 if required by placement testing
Equiv: ENG 1030

GE 2021-2024 Research and Technology is offered as college-based course

GE 2021 College of BPA
GE 2022 College of ED
GE 2023 College of AHSS
GE 2024 College of NAHS
Prereq: ENG 1030 or equivalent
Equiv: MATH 1000 or equivalent

Course Paired with Reading
Must be taken concurrently with CS 0412 if required by placement testing.

GE Distribution Courses
All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved General Education Distribution Course List, printed in Registration Bulletin. These courses are designated as GEHU, GESS, GESM, GEHPE or GECP.

GEHU Humanities
GESS Social Sciences
GESM Science and Mathematics
GEHPE Health and Physical Education
GECP Approved GE Concentration Pairs:
Special Disciplinary Pairs and Pairs

Across Disciplines

Required GE Distribution Courses
ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.

HIST 1000 is a required Social Sciences Distribution course with an emphasis on diversity.

MATH 1010, 1016, 1054, CPS 1031, 1032 or 1231 may be used to satisfy the Science and Mathematics Distribution requirement.

Foreign Language Credit
The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of two semesters of study at the introductory or intermediate level.

GE Concentration Sequences
A concentration is a two-course sequence in the Liberal Arts and Sciences, outside the major, that builds upon an introductory GE Distribution course. Three different options for satisfying the concentration exist:

1)two courses in the same discipline at the two thousand level or above; (2)two courses from different disciplines at the two thousand level or above that cover a similar topic or theme (students taking this second option must obtain approval from the GE office prior to registration); (3)a preapproved pair of courses at the 1000 level or above that is published in the University Bulletin under GECP Distribution courses.

Major/GE Capstone Course
A Capstone course is a major course that satisfies three credits of GE requirements. Each major guide sheet will count three credits for the Capstone as either GE credits or major credits, but not both.

UNIVERSITY REQUIREMENT

Writing-Emphasis Requirement
All students are required to complete one “Writing-Emphasis” course. The “W-E” course must be within the major portion of your program. Consult your major program advisor for specific information.