

**KEAN UNIVERSITY – COLLEGE OF BUSINESS & PUBLIC MANAGEMENT  
(40400) B.S. Marketing 120 SEMESTER HOURS (S.H.)**

For students graduating from Ocean County College with the A.S. in Business Administration and transferring to Kean University

**Kean Declaration GPA 2.5 and Graduation GPA 2.3**

Kean University Courses are in Blue (57 S.H.) Ocean County College Courses are in Green (63 S.H.)

Effective Date: Fall 2019

See the Current Academic Catalog for Requirements to Graduate with Honors

GENERAL EDUCATION: 32 S.H. Foundation Requirements: <sup>1</sup> 13 S.H.			ACADEMIC MAJOR*** Major Required Business Core:		55 S.H. 31 S.H.
GE 3000 Transfer Transitions <sup>2</sup>		1	MGS 2030 Princ. of Mgmt	BUSN 271 Princ. Mgmt	3
ENG 1030 College Comp <sup>3</sup>	ENGL 151 English I <sup>1*</sup>	3	MGS 2150 Business Statistics & Apps		
MATH 1044 <sup>3</sup> or MATH 1054 <sup>3</sup>	MATH 191 Precalculus I <sup>1*</sup>	3	ACCT 2200 Princ. Accounting I	ACCT 161 Princ. Acct I	3
COMM 1402 Speech Comm <sup>3</sup>	COMM 154 Public Speaking <sup>1*</sup>	3	ACCT 2210 Princ. Accounting II	ACCT 162 Princ. Acct II	3
GE 2021 Research & Technology <sup>3</sup>	ENGL 152 English II <sup>1*</sup>	3	BLAW 2051 Business Law I	BUSN 251 Business Law I	3
Disciplinary and Interdisciplinary Distribution Courses: <sup>1</sup> 19 S.H.			MKT 2500 Princ. of Marketing	BUSN 134 Princ. Marketing	3
			FIN 3310 Corporate Finance I		3
Humanities: 6 S.H.			MGS 3040 Management Info Systems		
*ENG 2403 World Literature	ENGL any literature course	3	MGS 3520 Business Ethics & Social Responsibility		
Take one "GE Approved" course from one area below:			MGS 4010 Operations Management		
Fine Arts/Art History	Any unused (GHIS)	3	Required: Marketing Core 12 S.H.		
Philosophy or Religion			MKT 3510 Consumer Behavior		3
Foreign Lang (must take 1&2)			MKT 3550 Marketing Research		3
Music or Theatre			MKT 4220 International Marketing		3
Interdisciplinary			MKT 4500 Seminar in Marketing Strategy		3
Social Science: 6 S.H.			Marketing Electives: 9 S.H. Select 2 courses at 3000-4000 level: FIN 3291-3293 Intern/Co-op not accepted		
*HIST 1062 Worlds of History	(GHUM) History Preferred	3	MKT 3000-4000		
Select 1 (Psych, Geog, Poli Sci, Soc, Anthropol, or Interdisciplinary)	GSOC approved course	3	MKT 3000-4000		
Science and Mathematics: 7 S.H.			MKT 3000-4000		
CPS 1032 Microcomputer Apps <sup>3</sup>	CSIT 123 Integrated Office Software <sup>1*</sup>	3	***Major Capstone Course: 3 S.H		
Select one 4 credit lab science from: Bio, Physics, Chem, Astronomy, or Sustainability	Gen Ed Lab Science	4	MGS 4999 Integrated Business Strategy (WE)		
ADDITIONAL REQUIRED COURSES: 12 S.H.			Free Electives: 21 S.H. (at least 50% must be 3000/4000 level/MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are optional)		
ECO 1020 Princ. Macroeconomics <sup>3</sup>	ECON 151 Princ. Macroeconomics	3	1000-2000 level elective or MKT 1996 <sup>4</sup>	MATH 161 or Higher	3
ECO 1021 Princ. Microeconomics <sup>3</sup>	ECON 152 Princ. Microeconomics	3	1000-2000 level elective	STSC 150	2
ENG 3090 Business & Professional Writing		3	1000-2000 level elective	Elective	3
COMM 3590 Business & Professional Communication		3	1000-2000 level elective		1-3
			3000-4000 level elective	BUSN 252 Business Law II	3
			3000-4000 level elective		3
			3000-4000 level elective		3
			3000-4000 level elective or MKT 3291-3293 <sup>5</sup>		1-3
Special Notes:					
1 See pre-requisites and equivalencies General Education and University Requirements					
2 University requirement for graduation for all UG students that must be satisfied in one of two ways: Complete GE 1000 (all freshmen and transfers entering with 0-29 credits) OR complete GE 3000 (transfers entering with 30 credits or more)					
3 Requires grade of C or higher					
4 N/A Kean Ocean due to transfer credit					
5 MKT 3291-3293 may be taken twice for credit					
*GE Distribution course required of all students					
**All Major courses require a grade of C or better					

# GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

## 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

#### **GE 1000**

Required of all freshmen & transfers entering with 0-29 credits  
Prereq: None Equiv:  
ID 1001

#### **GE 3000**

Required of transfers entering with 30 credits or more Prereq:  
30 credits and ENG 1030

#### **ENG 1030**

Prereq: Placement testing or exemption from placement testing  
Equiv: ENG 1031/1032, ENG 1033/1034,  
ENG 1430, ENG 1620, ENG 1020, ENG 1400

#### **MATH 1000 or 1010 or 1016 or 1030**

Prereq: MATH 0901 if required by placement testing  
Equiv of MATH 1000: MATH 1001/1002, MATH  
1003/1004, MATH 1051

#### **MATH 1044 or 1054**

Prereq: MATH 0901 if required by placement testing and  
MATH 1000

#### **COMM 1402**

Prereq: CS 0412 if required by placement testing  
ENG 1031/1032 or ENG 1033/1034 if  
required by placement testing May be taken  
concurrently with ENG 1030  
Equiv: COMM 1400

**GE 2021- 2026** *Research and Technology* is offered  
as college-based course  
GE 2021

College of BPM GE 2022 College of  
EDU GE 2023

College of CLA GE 2024

College of NAHS & NJCSTM &  
NWGC GE 2025

SVPA & Michael Graves College  
GE 2026

Undecided Majors and other special populations

Prereqs: CS 0412 if required by placement testing ENG  
1030 or equivalent COMM 1402  
Equiv: GE 2020

### GE Distribution Courses

#### **Approved 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.

These courses are designated as GEHU, GESS, and  
GESM.GEH  
Humanities GESS Social Sciences  
GESM Science and Mathematics

#### **Required GE Distribution Courses**

**ENG 2403** is a required Humanities Distribution course with an  
emphasis on diversity.

Prereq: CS 0412 if required by placement testing; ENG 1030 or  
equivalent

Equiv: ENG\*2203

**HIST 1062** is a required Social Sciences Distribution course.  
Prereq: None

#### **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 the second of two semesters of study at  
the introductory or intermediate level.

Credit for the first semester may be used as elective credit.

## UNIVERSITY REQUIREMENTS

### GE 1000/3000 Requirement

All undergraduate students must satisfy this University  
Requirement for Graduation by successfully  
completing one of the following courses at Kean  
University: GE 1000 Transition to Kean (all freshmen  
and transfers entering with 0-29 credits) or GE 3000  
Transfer Transitions (transfers entering with 30 credits  
or more).

### 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.