College of Business & Public Management/School of Management and Marketing

BS Marketing (40400)

4 Year Plan

Fall 2021

Year	Term							Recommended Credits	
01	Fall	GE 1000 Transition to Kean (1 credit)	ENG 1030 Composition (3 credits)	MATH 1044 Precalc. For Business (3 credits)	COMM 1402 Speech Comm. (3 credits)	ECO 1020 Prniciples of Economics I (3 credits)	HIST 1062 Worlds of History (3 credits)	16	
	Winter								
	Spring	MKT 2500 Principles of Marketing (3 credits)	ECO 1021 Principles of Economics II (3 creduts)	CPS 1032 Microcomputer Applications (3 credits)	GE 2021 Research & Technology (3 credits)	GE Humanities Requirement (3 credits)		15	
	Summer								
02	Fall	ACCT 2200 Principles of Accounting I (3 credits)	MGS 2150 Business Statistics & Applications (4 credits)	MGS 2030 Principle of Management (3 credits)	ENG 2403 World Literature (3 credits)	GE Social Science Requirement (3 credits)		16	
	Winter								
	Spring	ACCT 2210 Principles of Accounting II (3 credits)	MKT 3510 Consumer Behavior (3 credits)	BLAW 2051 Business Law I (3 credits)	ENG 3090 Business & Professional Writing (3 credits)	GE Science Requirement (4 credits)		16	
	Summer								
03	Fall	MKT 4220 International Marketing (3 credits)	FIN 3310 Principles of Corporate Finance I (3 credits)	COMM 3590 Business Presentations (3 credits)	MGS 3040 Management Information Systems (3 credits)	Free Elective (3 credits)		15	
	Winter								
	Spring	MKT 3550 Marketing Research (3 credits)	Marketing Elective (3 credits)	MGS 3520 Business Ethics and Social Responsibility (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)		15	
	Summer								
04	Fall	MGS 3100 Operations Management (3 credits)	MKT 4500 Seminar in Marketing Strategy (3 credits)	Marketing Elective (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)		15	
	Winter								
	Spring	MGS 4999 Integrative Business Strategy (3 credits)	Marketing Elective (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)			12	
		Please see the Curriculum Sheet for this program via Quick Links on the Kean University home page.					**TOTAL REQUIRED**	120	