College of
Business and Public Management

Bachelor of Science in Marketing, Major code 40400

124 Student Hours

NAME _____ TRANSFER INSTITUTIONS (X) CREDITS

STUDENT I.D.#_____

START TERM _____

The plan below lists a semester-by-semester course sequence to finish the degree in four years. Courses in **BOLD** must be taken in semester as designated. Although other courses listed are not required to be completed in the designated sequence, courses with an asterik * must be taken before the Fall Semester of Sophomore Year .

FRESHMAN YEAR					
Fall Semester			**Spring Semester**		
GE 1000 Transition to Kean*	1		ENG 2403 World Literature	3	
ENG 1030 College Composition*	3		HIST 1000 History of Civil Society in America	3	
MATH 1044 Pre-calculus for Business & Economics*	3		**ECO 1021 Principles of Microeconomics**	3	
COMM 1402 Speech Communications*	3		CPS 1032 Microcomputer Applications	3	
ECO 1020 Principles of Macroeconomics	3		GE 2021 Research and Technology*	3	

Summer Session					
Summer I			Summer II		

SOPHMORE YEAR					
Fall Semester			**Spring Semester**		
COMM 3590 Business & Professional Comm.	3		ENG 3090 Business & Professional Writing.	3	
ACC 2200 Principles of Accounting I	3		**ACC 2205 Managerial Accounting II**	3	
MGS 2150 Business Statistics	4		**MKT 2500 Principles of Marketing**	3	
BLAW 2051 Business Law I	3		**MGS 3040 Management Information Systems**	3	
MGS 2030 Principles of Management	3		MKT 3450 Consumer Behavior	3	

Summer Session					
Summer I			**Summer II**		

NAME _____ STUDENT I.D.# _____

JUNIOR YEAR					
Fall Semester			**Spring Semester**		
FIN 3310 Corporate Finance	3		MKT 4420 International Marketing	3	
MKT 3550 Marketing Research	3		**MGS 4010 Operations Management**	3	
GE Humanities Course (from approved list)	3		GE Social Science Course (from approved list)	3	
MKT Elective	3		MKT Elective	3	
Free Elective	3		Free Elective	3	
Free Elective	3				

Summer Session					
Summer I			**Summer II**		

SENIOR YEAR					
Fall Semester			**Spring Semester**		
MKT 4500 Seminar in Marketing Strategy	3		MGS 4999 Integrative Business Strategy	3	
MKT Elective	3		PHIL 3310 Business Ethics	3	
GE Science Lab Course (from approved list)	4		MKT Elective	3	
Free Elective	3		Free Elective	3	
Free Elective	3		Free Elective	3	

Summer Session					
Summer I			**Summer II**		

TOTAL CREDITS REQUIRED FOR GRADUATION: 124 S.H.

Free electives may be used for a minor or for Internship credit (maximum of 6 Semester Hours for internship). Consult your advisor for suggestions/recommendations regarding free electives and/or modifications to the above program sequence. Students taking less than the suggested credits in a given semester should consider taking courses in the summer to graduate in four years.