

**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: ¹ 13 S.H.			ACADEMIC MAJOR*** Major Required Business Core:		55 S.H. 31 S.H.
GE 3000 Transfer Transitions ²		1	MGS 2030 Princ. of Mgmt	BUSN 271 Princ. Mgmt	3
ENG 1030 College Comp ³	ENGL 151 English I ^{1*}	3	MGS 2150 Business Statistics & Apps		4
MATH 1044 ³ or MATH 1054 ³	MATH 191 Precalculus I ^{1*}	3	ACCT 2200 Princ. Accounting I	ACCT 161 Princ. Acct I	3
COMM 1402 Speech Comm ³	COMM 154 Public Speaking ^{1*}	3	ACCT 2210 Princ. Accounting II	ACCT 162 Princ. Acct II	3
GE 2021 Research & Technology ³	ENGL 152 English II ^{1*}	3	BLAW 2051 Business Law I	BUSN 251 Business Law I	3
Disciplinary and Interdisciplinary Distribution Courses: ¹ 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		3
*ENG 2403 World Literature	ENGL any literature course	3	MGS 3520 Business Ethics & Social Responsibility		3
Take one "GE Approved" course from one area below:			MGS 4010 Operations Management		3
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.		
*HIST 1062 Worlds of History	(GHUM) History Preferred	3	Select 2 courses at 3000-4000 level: FIN 3291-3293 Intern/Co-op not accepted		
Select 1 (Psych, Geog, Poli Sci, Soc, Anthropol, or Interdisciplinary)	GSOC approved course	3	MKT 3000-4000		3
Science and Mathematics: 7 S.H.			MKT 3000-4000		3
CPS 1032 Microcomputer Apps ³	CSIT 123 Integrated Office Software ^{1*}	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)		3
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 ³	ECON 151 Princ. Macroeconomics	3	1000-2000 level elective or MKT 1996 ⁴	MATH 161 or Higher	3
ECO 1021 Princ. Macroeconomics ³	ECON 152 Princ. Macroeconomics	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 ⁵		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.