



**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 2021

See the Current Academic Catalog for Requirements to Graduate with Honors

GENERAL EDUCATION			ACADEMIC MAJOR ⁷		
Foundation Requirements: ¹			32 S.H. 13 S.H.	55 S.H.	
			Required Business Core:	31 S.H.	
GE 3000 Transfer Transitions ²		1	ACCT 2200 Principles of Accounting I ⁹	ACCT 161 Principles of Acct I	3
ENG 1030 Composition ³	ENGL 151 English I	3	ACCT 2210 Principles of Accounting II	ACCT 162 Principles of Acct II	3
MATH 1044 Pre Calc for Business OR MATH 1054 Pre-Calculus ³	MATH 191 Precalculus I	3	BLAW 2051 Business Law	BUSN 251 Business Law I	3
COMM 1402 Speech Comm ³	COMM 154 Public Speaking	3	FIN 3310 Corporate Finance I ¹⁰		3
GE 2021 Research & Technology ³	ENGL 152 English II	3	MGS 2030 Principles of Management ^{5,7}	BUSN 271 Princ. of Mngmt.	3
Disciplinary and Interdisciplinary Distribution Courses: ¹			MKT 2500 Principles of Marketing ^{5,7}	BUSN 134 Princ. of Marketing	3
			MGS 2150 Business Statistics & Applications ^{6,9}		4
Humanities			6 S.H.		
*ENG 2403 World Literature ⁶	ENGL Any Literature	3	MGS 3040 Management Information Systems ⁶		3
Take one "GE Approved" course from one area below:			MGS 3100 Operations Management		3
Fine Arts/Art History	Humanities Gen Ed	3	MGS 3520 Business Ethics & Corp. Social Relationship		3
Philosophy or Religion			Required: Marketing Core		12 S.H.
Foreign Lang (Must Take I & II)			MKT 3510 Consumer Behavior		3
Music or Theatre			MKT 3550 Marketing Research		3
Interdisciplinary			MKT 4220 International Marketing		3
			MKT 4500 Seminar in Marketing Strategy		3
Social Science			6 S.H.		
*HIST 1062 Worlds of History	Hum Gen Ed (History Preferred)	3	Marketing Electives		
Take one "GE Approved" course from one area below:			Select 3 MKT Classes at the 3000-4000 level		
Psychology	Social Science Gen Ed	3	MKT 3000-4000		3
Economics or ES 1010 - World Geo			MKT 3000-4000		3
Political Science			Major Capstone Course		3 S.H.
Sociology or Anthropology			MGS 4999 Integrated Business Strategy (WE)		3
Interdisciplinary			Free Electives		21 S.H.
Science and Mathematics			7 S.H.		
CPS 1032 Computer Applications ³	CSIT 123 Int Office Software	3	(at least 50% must be 3000/4000 level/MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are optional)		
Lab Science	Gen Ed Lab Science	4	1000-2000 level elective or MKT 1996 ⁴	MATH 161 or Higher	3
ADDITIONAL REQUIRED COURSES			12 S.H.		
ECO 1020 Principles of Macro ³	ECON 151 Macro Principles	3	1000-2000 level elective	STSC 150 Student Success	2
ECO 1021 Principles of Micro ³	ECON 152 Macro Principles	3	1000-2000 level elective	Elective	3
ENG 3090 Business & Professional Writing ⁷		3	1000-2000 level elective		1-3
COMM 3590 Business & Professional Communication ⁵		3	3000-4000 level elective	BUSN 252 Business Law II	3
Special Notes: *GE Distribution Course **All Major courses require a grade of C or better ¹ See pre-requisites and equivalencies ² University graduation requirements for all undergraduate students that must be satisfied: Complete GE 3000 (transfers entering with 30 credits or more) ³ Requires grade of C or higher			3000-4000 level elective		3
			3000-4000 level elective or MKT 3291-3293 ⁵		1-3
			*MGS 1996 may be taken twice for credit ⁵ COMM 1402 pre-requisite ⁶ CPS 1032 pre-requisite ⁷ ENG 1030 pre-requisite ⁸ ENG 2403 pre-requisite ⁹ MATH 1044 pre-requisite ¹⁰ ECO 1020, ECO 1021, MATH 1044, ACT 2200 pre-requisites		

Updated 10/5/2021 By: Jessica Adams & Taylor LaCava