

**KEAN UNIVERSITY-COLLEGE OF BUSINESS & PUBLIC MANAGEMENT
(40400) B.S. MARKETING 120 S.H.**

Kean Declaration GPA 2.5 and Graduation 2.3

Kean University Courses are in Blue (60 S.H.)

Ocean County College Courses are in Green (60 S.H.)

Effective Date: Fall 2019

See the Current Academic Catalog for Requirements to Graduate with Honors

GENERAL EDUCATION: Foundation Requirements: ¹			32 S.H. 13 S.H.	ACADEMIC MAJOR** Required: Business Core		55 S.H. 31 S.H.
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions ²			1	ACCT 2200 Princ. Accounting I ⁹	ACCT 161 Princ. Acct I	3
ENG 1030 College Comp ³	ENGL 151 English I ^{1*}	3		ACCT 2210 Princ. Accounting II	ACCT 162 Princ. Acct II	3
MATH 1044 ³ or MATH 1054 ³	MATH 191 Precalculus I ^{1*}	3		BLAW 2051 Business Law I	BUSN 251 Business Law I	3
COMM 1402 Speech Comm ³	COMM 154 Public Speaking ^{1*}	3		FIN 3310 Corporate Finance I ¹⁰		3
GE 2021 Research & Tech. ³	ENGL 152 English II ^{1*}	3		MGS 2030 Principles of Manag. ^{5,7}	BUSN 271 Prin. of Manag.	3
Disciplinary and Interdisciplinary Distribution Requirements			19 S.H.	MKT 2500 Princ. of Marketing ^{5,7}	BUSN 134 Princ. Marketing	3
				MGS 2150 Business Statistics and Applications ^{6,9}		4
Humanities:			6 S.H.	MGS 3040 Management Info Systems ⁶		3
*ENG 2403 World Literature ⁷	Humanities Gen Ed	3		MGS 3100 Operations Management		3
Take one “GE Approved” course from one area below:				MGS 3520 Business Ethics & Corp. Social Relationship		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 for credit)			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 3 MKT classes at the 3000-4000 level			
Take one “GE Approved” course from one area below:				MKT 3000-4000		3
Psychology	Any GSOC Course	3	MKT 3000-4000		3	
Economics or ES 1010			MKT 3000-4000		3	
Political Science			**Major Capstone Course:		3 S.H.	
			MGS 4999 Integrated Business Strategy (WE)		3	
Sociology or Anthropology			Free Electives:		21 S.H.	
Interdisciplinary			(at least 50% must be 3000/4000 level. MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are strongly recommended)			
Science and Mathematics:			7 S.H	MKT 3291-3293		1-3
CPS 1032 Computer Applications ³	CSIT 123 Integrated Office Software OR CSIT 110 Intro to Computer Applications ^{1*}	3	MKT 1996 ⁴		1	
Lab Science (from Bio; Chem; Enviro Sci; ES; Forensic Sci; Interdisciplinary; Phys.; or Sust. Sci.)	Gen Ed Lab Science	4	1000-2000 level elective	MATH 161 or Higher	3	
ADDITIONAL REQUIRED COURSES:			12 S.H.	1000-2000 level elective	Elective	3
ECO 1020 Princ. Macro ³	ECON 151 Princ. Macro.	3			3	
ECO 1021 Princ. Micro ³	ECON 152 Princ. Micro.	3			3	
ENG 3090 Business & Professional Writing ⁸		3	Special Notes: *GE Distribution course required of all students **All Major courses require a grade of C or better ¹ See pre-requisites and equivalencies (on page 2) ² University graduation requirements for all undergraduate students that may 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 MGS 1996 may be taken twice for credit ⁵ COMM 1402 pre-requisite ⁷ ENG 1030 pre-requisite ⁸ ENG 2403 pre-requisite ⁹ MATH 1044 pre-requisite ¹⁰ ECO 1020, ECO 1021, MATH 1044, ACCT 2200 pre-reqs			
COMM 3590 Business & Professional Communication ⁵		3				