KEAN OCEAN

KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

(40400) B.S. MARKETING: 124 SEMESTER HOURS (S.H.)

OCEAN COUNTY COLLEGE

For students graduating from Ocean County College with the A.S. in Business Administration and transferring to Kean University

Kean University Courses are in Blue (61 S. H.) Ocean County College Courses are in Green (63 S. H.)

EFFECTIVE: Fall 2016 **KEAN GPA REQUIREMENTS: Declaration requirement 2.5 and a C in all courses with an (*); Graduation Requirement: 2.3**

GENERAL EDUCATION REQUIREMENTS: 35 S.H.		
Foundation Requirements: 13 S.H.		
GE 3000 Transfer Transitions		1
ENG 1030 English Comp[1]*	ENGL 151 English I[1]*	3
MATH 1054 Pre-Calculus[1]*	MATH 191 Pre-Calculus I[1]*	3
COMM 1402 Speech Comm[1]*	COMM 154 Public Speaking[1]*	3
GE 2021 Research/Tech[1]*	ENGL 152 English II[1]*	3
DISCIPLINARY & INTERDISCIPLINARY DISTRIBUTION COURSES		
Humanities: 6 S.H.		
ENG 2403 World Literature	General Education Literature (GHUM)	3
*Select **One** course from below*		
Fine Arts/Art History	Select one course from OCC list of GHUM courses, excluding English and History. Note: Credit for a foreign language is granted upon completion of 6 credits of the same language, with 3 credits applied here and 3 credits applied to free electives.	3
Philosophy or Religion		
Foreign Languages		
Music or Theatre		
Interdisciplinary		
Social Sciences: 6 S.H.		
HIST 1000 or HIST 1062	General Education History (GHIS)	3
Psychology	Select one course from the Ocean County College GSOC list of approved courses.	3
Geography		
Political Science		
Sociology or Anthropology		
Interdisciplinary		
Science and Mathematics: 7 S.H.		
CPS 1032 Microcomputer App[1]*	CSIT 123 Integ. Office Software [1]*	3
*Select **ONE** 4 Credit lab course*		
Select a 4 Credit lab from: Biology, Physics, Chemistry or Astronomy	Select one 4 credit science class with lab from the Ocean County College GSCL list	4
G.E. and Major Capstone: 3 S.H.		
MGS 4999 Integrative Business Strategy[1]		3
Additional Required Courses: 12 S.H.		
ECO 1020 Prin of Macroecon[1]*	ECON 151 Prin of Macroeconomics[1]*	3
ECO 1021 Prin of Microecon[1]*	ECON 152 Prin of Microeconomics[1]*	3
ENG 3090 Business & Professional Writing		3
COMM 3590 Business and Professional Communication		3

ACADEMIC MAJOR [1] 58 S.H.		
Required: Business Core 34 S.H.		
ACCT 2200 Prin of Accounting I*	ACCT 161 Prin of Acct I*	3
ACCT 2210 Prin of Accounting II	ACCT 162 Prin of Acct II	3
BLAW 2051 Business Law I	BUSN 251 Business Law I	3
MGS 2030 Prin of Management	BUSN 271 Prin of Management	3
MKT 2500 Prin of Marketing	BUSN 134 Prin of Marketing	3
MGS 2150 Business Statistics and Applications*		4
MGS 3110 Managerial Decision Modeling		3
MGS 3520 Business Ethics and Corporate Responsibility		3
MGS 3040 Management Information Systems		3
MGS 4010 Operations Management		3
FIN 3310 Corporate Finance I		3
Required: Marketing Core: 12 S.H.		
MKT 3510 Consumer Behavior		3
MKT 3550 Marketing Research		3
MKT 4220 International Marketing		3
MGS 4500 Seminar in Marketing Strategy		3
Marketing Electives: 12 S.H *Select 4 Marketing (MKT) at the 3000-4000 level. MKT 4801-4806 co-op/internship cannot be applied to Marketing Electives*		
3000-4000 level MKT		3
3000-4000 level MKT		3
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3000-4000 level MKT		3
FREE ELECTIVES: 19 S.H. (May use MKT 4801-4806 with approval of the co-op/internship coordinator.)		
FEX 1000 Generic lower elective	BUSN 252 Business Law II	3
FEX 1000 Generic lower elective	Any unused transferrable credit	3
FEX 1000 Generic lower elective	MATH 165 or MATH 161 College Algebra	4
FEX 3000 Generic upper elective		1
Any Kean upper level elective		3
Any Kean upper level elective		3
Any Kean upper level elective		2
[1] Requires a minimum grade of C.		
TOTAL CREDITS		**124 S.H.**

REVISED 08/2016