

KEAN UNIVERSITY
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
(40400) B.S. MARKETING 128 SEMESTER HOURS (S.H.)
(EFFECTIVE: 9/02)

NAME _____
STUDENT I.D.# _____
START TERM _____

TRANSFER INSTITUTIONS (X) _____

**BRING THIS DOCUMENT TO ALL ADVISING AND
REGISTRATION APPOINTMENTS**

In Progress () _____
Kean University() _____

ID 1001 Freshman Seminar¹ _____ 1 _____

7. MAJOR/GE CAPSTONE COURSE⁶ 3 S.H.
MGS 4110 Business Simulation Game _____ 3 _____

I. GENERAL EDUCATION REQUIREMENT: 54-59 S.H

A. FOUNDATIONS REQUIREMENTS²: 12-15³ S.H.

ENG 1030 College Composition⁴ _____ 3 _____
MATH 1000 Algebra for Coll.Students _____ 3 _____
COMM 1402 Speech Comm. as Crit. Cit. _____ 3 _____
GE 2021 Research & Technology _____ 3 _____
_____ (3) _____

B. DISCIPLINARY/INTERDISCIPLINARY

DISTRIBUTION REQUIREMENTS:

1. HUMANITIES 9 S.H.

*ENG 2403 World Literature _____ 3 _____

AND

(Select two courses from different areas)
Fine Arts or Art History _____ 3 _____
Philosophy or Religion _____ 3 _____
Foreign Languages _____ 3 _____
Music or Theater _____ 3 _____
Interdisciplinary _____ 3 _____

2. SOCIAL SCIENCES 9 S.H.

*HIST 1000 Hist of Civ. Socty. in Am _____ 3 _____

AND

(Select TWO courses from different areas:)
Psychology _____ 3 _____
Political Science _____ 3 _____
Sociology or Anthropology _____ 3 _____
Interdisciplinary _____ 3 _____

3. SCIENCE & MATHEMATICS 10-11 S.H.

*CPS 1031 Intro to Computers _____ 3 _____

AND

(Select TWO of the following sciences:)
Biology _____ 3-4 _____
Chemistry or Physics _____ 3-4 _____
Astronomy, Geology or Meteorology _____ 3-4 _____
Interdisciplinary _____ 3-4 _____

4. HEALTH/PHYSICAL EDUCATION 2 or 3 S.H.

ID 1225 Issues Contemporary Health _____ 3 _____

OR

Physical Education _____ 1 _____
Physical Education _____ 1 _____

5. CONCENTRATION 6 S.H.

ECO 1020 Principles of Eco I _____ 3 _____
ECO 1021 Principles of Eco II _____ 3 _____

6. ADDITIONAL REQUIREMENT 3 S.H.

CPS 1032 Micro. Applications _____ 3 _____

II. MAJOR REQUIREMENTS⁵ 45 S.H.

A. REQUIRED COURSES 27 S.H.

MGS 2110 Quant. Meth. _____ 3 _____
MGS 2120 Business Stats. _____ 3 _____
MGS 2030 Org. & Mgt. _____ 3 _____
ACC 2200 Princ. Acct. I _____ 3 _____
ACC 2205 Managerial Acct. _____ 3 _____
MGS 3051 Bus. Law I _____ 3 _____
FIN 3310 Corp. Fin. I _____ 3 _____
MKT 3410 Basic Marketing _____ 3 _____

Select **ONE** of the following courses:

MGS 3025 International Bus. & Trade **OR**
MGS 3040 Mgt. Info. Systems **OR**
MGS 4010 Production Mgt **OR**
ECO 3400 International Economics _____ 3 _____

B. MAJOR ELECTIVES 18 S.H.

(Select six courses)

MKT 3420 Retail Mkt. Process _____ 3 _____
MKT 3425 Ret. Buying/Merch. Mgt. _____ 3 _____
MKT 3430 Essentials of Advert. _____ 3 _____
MKT 3431 Advert. Campaigns _____ 3 _____
MKT 3435 Sales Management _____ 3 _____
MKT 3440 Fashion Merchandising _____ 3 _____
MKT 3450 Industrial Marketing _____ 3 _____
MKT 3451 Consumer Marketing _____ 3 _____
MKT 3455 Services Marketing _____ 3 _____
MKT 3460 Marketing Management _____ 3 _____
MKT 3470 International Mktg. _____ 3 _____
MKT 3481 Topical Problems in Mktg. _____ 3 _____
MKT 4410 Intro. To Mkt. Research _____ 3 _____
MKT 4220 Trans./Physical Distr. _____ 3 _____
Major Elective(MGS,FIN,or ACC) _____ 3 _____

III. FREE ELECTIVES: 23-28 S.H.

(50% of free electives must be taken at the
3000-4000 level; no MGS, MKT, ACC or FIN in
this area; ECO and Co-op are acceptable)

Footnotes

¹ Required of all Freshmen and Transfers with fewer than 10 credits.

² See prerequisites and equivalencies on page 3.

³ Additional 3 credit course paired with Reading may be required by placement testing.

⁴ Composition requires a minimum grade of C.

⁵ All major courses ,including the Capstone, require a grade of C or better

⁶ MGS 4110 may be substituted with equivalent by department approval.

* Required Distribution Course

Comments:

Evaluator's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Advisor's Signature_____Date_____

Your major department is located in Willis Hall, Room 403, the phone number is (908)527-2067.

YOU MUST BRING THIS EVALUATION AND YOUR KEAN UNIVERSITY

TRANSCRIPT TO ALL ADVISING/REGISTRATION SESSIONS.

ADDITIONAL MAJOR INFORMATION AND REQUIREMENTS

Cooperative Education may be taken for three or six credits and used only in the free elective area.

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

ENG 1030

Prereq: Placement testing
Equiv: ENG 1031/32; 1033/34; 1430;
ENG 1020; 1400

MATH 1000

Prereq: Placement testing
Equiv: MATH 1001/02; 1003/04; 1051

COMM 1402

Prereq: CS 0411 or 0412 if required by placement testing
ENG 1031/32; 1033/34
May be taken concurrently with ENG 1030
Equiv: COMM 1400

GE 2021-2024 Research and Technology is offered as college-based course

GE 2021 College of BPA

GE 2022 College of ED

GE 2023 College of AHSS

GE 2024 College of NAHS

Prereq: ENG 1030 or equivalent
MATH 1000 or equivalent

Equiv: GE 2020

Course Paired with Reading

Must be taken concurrently with CS 0412 if required by placement testing.

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, printed in Registration Bulletin. These courses are designated as GEHU, GESS, GESM, GEHPE or GECP.

GEHU Humanities

GESS Social Sciences

GESM Science and Mathematics

GEHPE Health and Physical Education

GECP Approved GE Concentration Pairs:
Special Disciplinary Pairs and Pairs

Across Disciplines

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.

HIST 1000 is a required Social Sciences Distribution course with an emphasis on diversity.

MATH 1010, 1016, 1054, CPS 1031, 1032 or 1231 may be used to satisfy the Science and Mathematics Distribution requirement.

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 two semesters of study at the introductory or intermediate level.

GE Concentration Sequences

A concentration is a two-course sequence in the Liberal Arts and Sciences, outside the major, that builds upon an introductory GE Distribution course. Three different options for satisfying the concentration exist:

(1)two courses in the same discipline at the two thousand level or above; (2)two courses from different disciplines at the two thousand level or above that cover a similar topic or theme (students taking this second option must obtain approval from the GE office prior to registration); (3)a preapproved pair of courses at the 1000 level or above that is published in the University Bulletin under GECP Distribution courses.

Major/GE Capstone Course

A Capstone course is a major course that satisfies three credits of GE requirements. Each major guide sheet will count three credits for the Capstone as either GE credits or major credits, but not both.

UNIVERSITY REQUIREMENT

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.