

**KEAN UNIVERSITY-COLLEGE OF BUSINESS & PUBLIC MANAGEMENT  
(49400) 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 2024

See the Current Academic Catalog for Requirements to Graduate with Honors

GENERAL EDUCATION:		32 S.H.	ACADEMIC MAJOR*		55 S.H.
Foundation Requirements: <sup>1</sup>		13 S.H.	Required: Business Core		31 S.H.
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions <sup>2</sup>		1	ACCT 2200 Princ. Accounting I <sup>9</sup>	ACCT 161 Princ. Acct I	3
ENG 1030 College Comp <sup>3</sup>	ENGL 151 English I <sup>1*</sup>	3	ACCT 2210 Princ. Accounting II	ACCT 162 Princ. Acct II	3
MATH 1044 <sup>3</sup> or MATH 1054 <sup>3</sup>	MATH 191 Precalculus I <sup>1*</sup>	3	BLAW 2051 Business Law I	BUSN 251 Business Law I	3
COMM 1402 Speech Comm <sup>3</sup>	COMM 154 Public Speaking <sup>1*</sup>	3	FIN 3310 Corporate Finance I <sup>10</sup>		3
GE 2021 Research & Tech. <sup>3</sup>	ENGL 152 English II <sup>1*</sup>	3	MGS 2030 Principles of Manag. <sup>5,7</sup>	BUSN 271 Prin. of Manag.	3
<b>Disciplinary and Interdisciplinary Distribution Requirements</b>		<b>19 S.H.</b>	MKT 2500 Princ. of Marketing <sup>5,7</sup>	BUSN 134 Princ. Marketing	3
<b>Humanities:</b>		<b>6 S.H.</b>	MGS 2150 Business Statistics and Applications <sup>6,9</sup>		4
*ENG 2403 World Literature <sup>7</sup>	Humanities Gen Ed	3	MGS 3040 Management Info Systems <sup>6</sup>		3
<b>Take one "GE Approved" course from one area below:</b>			MGS 3100 Operations Management		3
Fine Arts/Art History	Any unused (GHIS)	3	<b>Required: Marketing Core</b>		<b>12 S.H.</b>
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
<b>Social Science:</b>		<b>6 S.H.</b>	<b>Marketing Electives:</b>		<b>9 S.H.</b>
*HIST 1062 Worlds of History	(GHUM) History Preferred	3	Select 3 MKT classes at the 3000-4000 level		
<b>Take one "GE Approved" course from one area below:</b>			MKT 3000-4000		3
Psychology	Any GSOC Course	3	MKT 3000-4000		3
Economics or ES 1010			<b>*Major Capstone Course:</b>		<b>3 S.H.</b>
Political Science			MGS 4999 Integrated Business Strategy (WE)		3
Sociology or Anthropology			<b>Free Electives:</b>		<b>21 S.H.</b>
Interdisciplinary			(at least 50% must be 3000/4000 level. MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are strongly recommended)		
<b>Science and Mathematics:</b>		<b>7 S.H.</b>	MKT 3291-3293		1-3
			MKT 1996 <sup>4</sup>		1
CPS 1032 Computer Applications <sup>3</sup>	CSIT 123 Integrated Office Software OR CSIT 110 Intro to Computer Applications <sup>1*</sup>	3	1000-4000 elective	MATH 161 or Higher	3
Lab Science (from Bio; Chem; Enviro Sci; ES; Forensic Sci; Interdisciplinary; Phys.; or Sust. Sci.)	Gen Ed Lab Science	4	1000-4000 elective	STSC 150 Student Success Seminar + 1 unused credit	3
<b>ADDITIONAL REQUIRED COURSES:</b>		<b>12 S.H.</b>	1000-4000 elective		3
ECO 1020 Princ. Macro <sup>3</sup>	ECON 151 Princ. Macro.	3	1000-4000 elective		3
ECO 1021 Princ. Micro <sup>3</sup>	ECON 152 Princ. Micro.	3	1000-4000 elective		3
ENG 3090 Business & Professional Writing <sup>8</sup>		3	1000-4000 elective		3
COMM 3590 Business & Professional Communication <sup>5</sup>		3	<b>Special Notes:</b>		
<p>*GE Distribution course required of all students  **All Major courses require a grade of C or better  <sup>1</sup>See pre-requisites and equivalencies (on page 2)  <sup>2</sup>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)  <sup>3</sup>Requires grade of C or higher  <sup>4</sup>MGS 1996 may be taken twice for credit  <sup>5</sup>COMM 1402 pre-requisite  <sup>7</sup>ENG 1030 pre-requisite  <sup>8</sup>ENG 2403 pre-requisite  <sup>9</sup>MATH 1044 pre-requisite  <sup>10</sup>ECO 1020, ECO 1021, MATH 1044, ACCT 2200 pre-reqs</p>					