

KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC MANAGEMENT

(MKTG) B.S in Marketing 120 S.H.

GENERAL EDUCATION: 31-32 S.H.		ACADEMIC MAJOR***	
Essential Learning Courses*: 16-17 S.H.		Major Required Courses:	54
Critical Reading & Academic Study Skills	4	Required: Business Core	27
<i>All students must take 1 credit in Academic Study Skills: either GE*1000 or GE*3000</i>	1	ACCT 2201 Principles of Financial Accounting	3
<i>All students must take 3 credits in Critical Reading from the GE PLO Course List.</i>	3	ACCT 2205 Principles of Managerial Accounting	3
Written Communication**	3	BLAW 2051 Business Law I	3
<i>All students must take 3 credits in Written Communication from the GE PLO Course List.</i>		FIN 3310 Management of Corporate Finance I	3
Speech Communication	3	MGS 2030 Principles of Management	3
<i>All students must take 3 credits in Speech Communication from the GE PLO Course List.</i>		MGS 3040 Management Information Systems	3
Quantitative & Scientific Reasoning¹	6-7	MGS 3100 Operations Management	3
<i>All students must take either MATH*1016 or MATH*1054 (3 credits each).</i>	3	MGS 3520 Bus. Ethics and Corporate Social Resp or ACCT 3520 Ethical and Professional Standards for Acct. and Fin.	3
<i>All students must take 3 or 4 credits in Scientific Reasoning from the GE PLO course list.</i>	3-4	MKT 2500 Principles of Marketing	3
Core Competency Courses: 12 S.H.		Required: Marketing Core	15
Intercultural Knowledge & Understanding	3	MKT 3100 Marketing Metrics	3
<i>All students must take 3 credits in Intercultural Knowledge & Understanding from the GE PLO Course List.</i>		MKT 3510 Consumer Behavior	3
Critical & Creative Thinking	3	MKT 3550 Marketing Research	3
<i>All students must take 3 credits in the Critical & Creative Thinking from the GE PLO Course List.</i>		MKT 4220 International Marketing	3
Ethical Reasoning	3	MKT 4500 Seminar in Marketing Strategy	3
<i>All students must take 3 credits in Ethical Reasoning from the GE PLO Course List.</i>		Major Electives: Select 3 MKT courses at the 3000-4000 level from: (MKT3291-3293 Internship/Co-Op not accepted)	9
Wellness	3	MKT 3000-4000	3
<i>All students must take 3 credits in Wellness from the GE PLO Course List.</i>		MKT 3000-4000	3
		MKT 3000-4000	3
Inquiry & Analysis Passion Project 3 S.H.	3	**GE and Major Capstone Course***:	3
<i>All students must take 3 credits in Inquiry & Analysis from the GE PLO Course List.</i>		MGS 4999 Integrative Business Strategy (WE)	3
Additional Required Courses***	15	FREE ELECTIVES (at least 50% must be 3000/4000 level) MKT 3291-3293 Internship /Co-Op and MKT 1996 Research Initiative are strongly recommended ¹ ; BLA 3299 Career Capstone recommended for this section.	19
COMM 3590 Business & Professional Communication	3		
ECON 1010 Principles of Microeconomics**	3		
ECON 1030 Principles of Macroeconomics**	3	Notes	
ECON 3120 Applied Statistics in Business and Financial Economics	3	NOTE 1: MKT 3291-3293 and MKT 1996 may be taken twice for credit	
MATH 1044 Precalculus for Business <i>or</i> MATH 1054 Precalculus <i>and</i> MATH 1016 Statistics (One of the courses will be counted toward Quantitative & Scientific Reasoning) ²	3	*For all prerequisites and equivalencies, see page 2. **Requires a minimum grade of C or higher. ***All Major courses require a grade of C or higher.	

¹ Students in this major are strongly recommended to take Math 1016. If a student takes MATH1054 they may be required to take Math1000 based on placement testing.

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement

Incoming freshmen and transfer students may be placed in specific GE Essential Learning, 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 Essential Learning

Courses GE*1000

Required of all freshmen & transfers entering with 0-29 credits Pre-requisite: None

Equivalency: ID*1001

GE*3000

Required of transfers entering with 30 credits or more Pre-requisite: 30 credits and ENG*1030 (or equivalent)

ENG*1030

Pre-requisite: Placement testing or exemption from placement testing

Equivalency: ENG*1031/1032, ENG*1033/1034, ENG*1430, ENG*1620, ENG*1020, ENG*1400

MATH*1016

Pre-requisite: MATH*0901 if required by placement testing

Co-requisite: MATH*0902 should be taken concurrently with Math*1016 if required by placement testing

MATH*1054

Pre-requisite: MATH*0901 if required by placement testing and MATH*1000

COMM*1402

Pre-requisite: ENG*1031/1032 or ENG*1033/1034 if required by placement testing; May be taken concurrently with ENG*1030

Equivalency: COMM*1400

Inquiry & Analysis PLO

GE 2021- 2026: Research and Technology is offered as a college-based course.

Pre-requisite: CS*0412 if required by placement testing; Written Communication course Equivalency: GE*2020

GE*2021: College of Business and Public Management

GE*2022: College of Education & College Health Professions and Human Services

GE*2023: College of Liberal Arts

GE*2024: College of Science, Mathematics, and Technology &

College Health Professions and Human Services

GE*2025: Departments of Fine Arts, Music, and Theatre & Michael Graves College

GE*2026: Undecided Majors and other special populations

GE PLO Courses

Approved GE PLO Course List

All courses taken under the General Education Essential Learning and Core Competency requirements must be selected from the Approved General Education PLO Course List.

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Intercultural Knowledge & Understanding requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level. Credit for the first semester may be used as an elective.

UNIVERSITY REQUIREMENTS

GE 1000/3000 Requirement

All undergraduate students must satisfy this University Requirement for Graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

Writing-Emphasis Requirement

To graduate, all students are required to complete at least one "Writing Emphasis" course within their major. Such courses are designed to provide students with an opportunity to explore writing as it is done in their chosen field. Typically, Writing Emphasis courses are taken in the junior or senior year, after the student's initial composition courses are completed. Students should consult their major program advisor for specific information about the Writing Emphasis course requirement.

B.S. in Marketing Notes

NOTE 2: For the *Additional Required Courses*: MATH 1044 Precalculus for Business or MATH 1054 Precalculus and MATH 1016 Statistics are required. (One of the courses will be counted toward Quantitative & Scientific Reasoning.)

- MATH 1016. Pre-requisite: MATH*0901 if required by placement testing. Co-requisite: MATH*0902 should be taken concurrently with Math*1016 if required by placement testing
- MATH 1044. Pre-requisite: MATH*0901 or placement
- MATH 1054. Pre-requisite: MATH*0901 if required by placement testing and MATH*1000