



(40400) B.S. in Marketing, 124 semester hours (S.H.)

This sheet applies to students with an A. S. in General Studies with a Concentration in Business from OCC. (Ocean County College= 64 S.H., Kean University= 60 S.H.) (revised 8/8/11)

NAME \_\_\_\_\_ TRANSFER INSTITUTIONS \_\_\_\_\_ CREDITS \_\_\_\_\_
STUDENT I.D.# \_\_\_\_\_
START TERM \_\_\_\_\_
GENERAL EDUCATION REQUIREMENTS: 34 S.H.
FOUNDATION REQUIREMENTS 12 S.H.
KEAN UNIVERSITY COURSE
GE 1000 Transition to Kean \_\_\_\_\_ waived
OCEAN COUNTY COLLEGE COURSES
ENG 151 English Composition I \_\_\_\_\_ 3
MATH 191 Precalculus I or higher \_\_\_\_\_ 3
COMM 154 Public Speaking \_\_\_\_\_ 3
ENGL 152 English Composition II \_\_\_\_\_ 3
DISCIPLINARY REQUIREMENTS:
HUMANITIES 6 S.H.
OCEAN COUNTY COLLEGE COURSES
ENGL 255 or 256 World Literature \_\_\_\_\_ 3
Select one course from OCC list of GHUM courses, excluding ENGL and HIST courses. Note that credit for study of foreign language is granted only upon completion of six credits, with three credits applicable to this area and three applicable to free electives.
SOCIAL SCIENCES 6 S.H.
OCEAN COUNTY COLLEGE COURSES
HIST 100 or HIST 171 or HIST 172 \_\_\_\_\_ 3
Select one course from OCC list of GSOC courses.
SCIENCE & MATHEMATICS 7 S.H.
OCEAN COUNTY COLLEGE COURSES
CSIT 126 Intermediate Spreadsheets & Database \_\_\_\_\_ 3
Select one 4-credit lab course.
GE/MAJOR CAPSTONE COURSE 3 S.H.
KEAN UNIVERSITY COURSE
MGS 4999 Integrative Business Strategy^2 \_\_\_\_\_ 3
ADDITIONAL REQUIREMENTS 15 S.H.
OCEAN COUNTY COLLEGE COURSES
ECON 151 Macro Economic Principles \_\_\_\_\_ 3
ECON 152 Micro Economic Principles \_\_\_\_\_ 3
KEAN UNIVERSITY COURSE
COMM 3590 Business & Professional Comm. \_\_\_\_\_ 3
ENG 3090 Bus & Professional Writing \_\_\_\_\_ 3
PHIL 3310 Business Ethics \_\_\_\_\_ 3
MAJOR REQUIREMENTS^3: 52 S.H.
Required Business Core 28 S. H.:
OCEAN COUNTY COLLEGE COURSES
ACCT 161 Principles of Accounting I \_\_\_\_\_ 3
ACCT 162 Principles of Accounting II \_\_\_\_\_ 3
BUSN 251 Business Law I \_\_\_\_\_ 3
BUSN 134 Principles of Marketing \_\_\_\_\_ 3
BUSN 271 Principles of Management \_\_\_\_\_ 3
KEAN UNIVERSITY COURSES
MGS 2150 Business Statistics & Applications \_\_\_\_\_ 4
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
MKT 4500 Seminar in Marketing Strategy \_\_\_\_\_ 3
Marketing Electives: 12 S. H.
MKT \_\_\_\_\_ 3
MKT \_\_\_\_\_ 3
MKT \_\_\_\_\_ 3
MKT \_\_\_\_\_ 3
FREE ELECTIVES: 23 S.H.
At least 50% must be at the 3000 or 4000 level.
OCEAN COUNTY COLLEGE COURSES
Up to 12 credits allowed. CSIT 123 recommended.
KEAN UNIVERSITY COURSES

Footnotes:
^1ENGL 151 requires a grade of C to count for Kean University.
^2MGS 4999 serves as a capstone course for both the GE program and the Marketing major.
^3All major courses require a grade of C or better.



**KEAN  
OCEAN**

**Comments:**

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**Evaluator's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Advisor's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

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