

**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) \_\_\_\_\_  
CREDITS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

In Progress ( ) \_\_\_\_\_  
Kean University( ) \_\_\_\_\_

ID 1001 Freshman Seminar<sup>1</sup> \_\_\_\_\_ 1 \_\_\_\_\_

**7. MAJOR/GE CAPSTONE COURSE<sup>6</sup> 3 S.H.**  
MGS 4110 Business Simulation Game \_\_\_\_\_ 3 \_\_\_\_\_

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

**A. FOUNDATIONS REQUIREMENTS<sup>2</sup>: 12-15<sup>3</sup> S.H.**

ENG 1030 College Composition<sup>4</sup> \_\_\_\_\_ 3 \_\_\_\_\_  
MATH 1000 Algebra for Coll.Students \_\_\_\_\_ 3 \_\_\_\_\_  
COMM 1402 Speech Comm. as Crit. Cit. \_\_\_\_\_ 3 \_\_\_\_\_  
GE 2021 Research & Technology \_\_\_\_\_ 3 \_\_\_\_\_  
\_\_\_\_\_ (3) \_\_\_\_\_

**II. MAJOR REQUIREMENTS<sup>5</sup> 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 \_\_\_\_\_

**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 \_\_\_\_\_

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 \_\_\_\_\_

**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 \_\_\_\_\_

**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 \_\_\_\_\_

**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 \_\_\_\_\_

**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)

**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 \_\_\_\_\_

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**Footnotes**

<sup>1</sup> Required of all Freshmen and Transfers with fewer than 10 credits.

<sup>2</sup> See prerequisites and equivalencies on page 3.

<sup>3</sup> Additional 3 credit course paired with Reading may be required by placement testing.

<sup>4</sup> Composition requires a minimum grade of C.

<sup>5</sup> All major courses ,including the Capstone, require a grade of C or better

<sup>6</sup> MGS 4110 may be substituted with equivalent by department approval.

\* Required Distribution Course

**Comments:**

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

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

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

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

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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 GECPC.

GEHU Humanities

GESS Social Sciences

GESM Science and Mathematics

GEHPE Health and Physical Education

GECPC 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 GECPC 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.