

KEAN UNIVERSITY – COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION

(40400) B.S. IN MARKETING : 124 Semester Hours (S.H.)

EFFECTIVE DATE: Fall 2009

START TERM: _____

NAME		TRANSFER INSTITUTIONS (X)	Credits:
STUDENT ID#		In Progress	
GENERAL EDUCATION:	35 S.H.	ACADEMIC MAJOR***	48 S.H.
Foundation Requirements:	13 S.H.	Required: Business Core	24 S.H.
G.E. 1000 Transition to Kean ¹	1	ACCT 2200 Principles of Accounting I	3
ENG 1030 College Composition ²	3	ACCT 2205 Managerial Accounting	3
MATH 1044 or MATH 1054 Pre-calculus ³	3	BLAW 2051 Business Law I (formerly MGS 3051)	3
COMM 1402 Speech Communication ³	3	FIN 3310 Corporate Finance I	3
GE 2021 Research & Technology ³	3	MGS 2030 Principles of Management (formerly MGS 2030)	3
		MGS 2110 Quantitative Methods	3
DISCIPLINARY & INTERDISCIPLINARY DISTRIBUTION REQUIREMENTS:		MKT 2500 Principles of Marketing (formerly MKT 3410)	3
Humanities:	6 S.H.	MGS 4010 Operations Management	3
*ENG 2403 World Literature	3	Required: Marketing Core:	12 S.H.
<i>Select ONE course from below—see GE Dist Course List</i>		MKT 3510 Consumer Behavior (formerly MKT 3451)	3
Fine Arts/Art History	3	MKT 3550 Marketing Research (formerly MKT 4410)	3
Philosophy or Religion	3	MKT 4220 International Marketing (formerly MKT 3470)	3
Foreign Languages (Must take I and II for credit)	3	MKT 4500 Seminar in Mkt. Strategy (formerly MKT 3460)	3
Music or Theatre	3		
Interdisciplinary:		Marketing Electives (3000/4000 level):	12 S.H.
		MKT	3
Social Sciences:	6 S.H.	MKT	3
*HIST 1000 Civil Society in America	3	MKT	3
<i>Select ONE course from below—see GE Dist Course List</i>		MKT	3
Psychology	3		
Economics or Geography	3	<i>(MKT 4801-4806 may <u>not</u> be used for marketing electives above)</i>	
Political Science	3		
Sociology or Anthropology	3	FREE ELECTIVES:	23 S.H.
Interdisciplinary:	3	<i>(at least 50% must be 3000/4000 level, May use MKT 4801-4806 with approval of co-op/internship coordinator).</i>	
Science and Mathematics:	7 S.H.		
CPS 1032 Microcomputer Applications	3		
<i>Select ONE 4 Credit lab course-see GE Dist Course List</i>			
Lab Science	4		
Biology; Chemistry; Physics; Geology; Meteorology; Earth Science; Astronomy.			
G.E. and Major Capstone:	3 S.H.		
**MGS 4999 Integrative Business Strategy	3		
		Other Transfer:	
Additional Required Courses:	18 S.H.	Special Notes:	
COMM 3590 Business & Professional Communication	3	¹ Req'd. of Freshmen and Transfers with fewer than 10 credits.	
ECO 1020 Principles of Macroeconomics	3	² College Composition requires a minimum grade of C.	
ECO 1021 Principles of Microeconomics	3	³ Check prerequisites and equivalencies in catalog	
ECO 2120 Business Statistics (formerly MGS 2120)	3	*G.E. required course	
ENG 3090 Business & Professional Writing	3	**Course required by Major	
PHIL 3310 Business Ethics	3	***All Major courses require a grade of C or better	
		Note: See foreign language requirements	
		TOTAL CREDITS:	
		Advisor:	
		Advisor Signature:	

GENERAL EDUCATION INFORMATION AND REQUIREMENTS
College of Business & Public Administration
B.S. Degrees in Marketing

General Education Foundation Courses:

- GE 1000 Required of all freshmen and transfers with fewer than 10 credits. Prerequisite: None,
Equivalent Courses: ID 1001
- ENG 1030 Prerequisite: Placement testing or exemption from placement testing.
Equivalent: ENG 1020, ENG 1031/32, ENG 1033/34, ENG 1400, ENG 1430.
- MATH 1044 or MATH 1054.
- COMM 1402 Prerequisite: ENG 1030. Can be taken concurrently with ENG 1030.
Equivalent Courses: COMM 1400
- GE 2021 Research & Technology Prerequisite: ENG 1030 or equivalent, MATH 1044 or equivalent
and COMM 1402.

Placement testing or exemption from placement testing may be required for the above General Education Foundation Courses.

General Education Distribution Courses:

All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the attached Approved General Education Distribution Course List, and printed in the Registration Bulletin as well. These courses are designated as GEHU, GESS, GESM.

GEHU – General Education Humanities

GESS - General Education Social Sciences

GESM - General Education Science and Mathematics

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.

Required General Education 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

Major/GE Capstone Course

A Capstone course is a major course in business that satisfies three credits of GE requirements. For marketing majors **MGS 4999 Integrative Business Strategy** has been designated as the Capstone course and should be taken during the Senior year preferably the last semester.

Co-operative/Internship Education Credits

Marketing majors may register with prior approval from internship coordinator for MKT 4801-4806 to receive co-op/internship. Contact the internship office at (908) - 737-4114 or email at KeanCoOp@gmail.com.

UNIVERSITY REQUIREMENT: Writing-Emphasis Requirement

All students are required to complete one "Writing-Emphasis" course. The "WE" course must be within the major portion of your program. Consult your major program advisor for specific information.

APPROVED GENERAL EDUCATION (GE) DISTRIBUTION COURSES

Students entering Kean as Freshmen in Fall 2009 and in subsequent semesters must select all GE distribution courses from the following list. Transfers admitted to Kean in Fall 2009 and in subsequent semesters must select all their remaining GE distribution courses from the following list. The following codes identify the distribution area in which a course may be used:

GEHU Humanities GESS Social Sciences

GEHU HUMANITIES

AH 1700	Art-Prehistoric to Middle Ages
AH 1701	Art-Renaissance to Modern World
CDD 1102*	American Sign Language II
CHIN 1102*	Basic Chinese II
CHIN 2102*	Intermediate Chinese II
ENG 2403	World Literature
FA 1000	Introduction to Art
FA 2150	Digital Multimedia Arts
FA 2300	Visual Thinking
FA 295 0	Creative Concepts in Arts & Crafts
FREN 1102*	Basic French II
FREN 2102*	Intermediate French II
GERM 1102*	Basic German II
GERM 2102*	Intermediate German II
HEBR 1102*	Elementary Hebrew II
HEBR 2102*	Intermediate Hebrew II
ID 1300	Introduction to Women's Studies
ID 3230	Understanding Images
ITAL 1102*	Basic Italian II
ITAL 2102*	Intermediate Italian II
MUS 1000	Music Survey
MUS 1050	Music Fundamentals
MUS 2201	Music History I
MUS 2202	Music History II
MUS 2220	Music and World Culture
PHIL 1100	Introduction to Philosophy
PHIL 2300	Introduction to Ethics
PHIL 2505	Critical Thinking
PORT 1102*	Basic Portuguese II
PORT 2102*	Intermediate Portuguese II
REL 1700	Intro to Religions of the World
REL 2700	Eastern Religions
REL 2702	Western Religions
REL 3709	Liberation Theology
SPAN 1102*	Basic Spanish II
SPAN 2102*	Intermediate Spanish II
THE 1100	Acting I
THE 1000	Introduction to Theatre
THE 3710	World Theatre I
THE 3720	World Theatre II

*Note on GE credit for Foreign Languages:
GE Humanities credit in the Foreign Language area is awarded only upon successful completion of the second semester of a two-semester sequence at the Elementary (Basic) or Intermediate level. A student who completes the specified two-semester sequence (for example, SPAN 1101 and SPAN 1102) may use the three credits from the first semester (SPAN 1101) to fulfill a lower-level elective requirement (depending on the major) and the three credits from the second semester (SPAN 1102) to fulfill a GE Humanities requirement in the Foreign Language area (depending on the major).

GESM Science and Mathematics

GESS SOCIAL SCIENCES

ANTH 1800	Cultural Anthropology
ANTH 1900	Introduction to Archeology
ANTH 2805	Films of African World Experience
ECO 1000	Economics Issues
ECO 1020	Principles of Economics I
ECO 1021	Principles of Economics II
GEOG 2010	World Geography
HIST 1000	History of Civil Society in America
ID 2415	Group Communication
PS 1010	Introduction to Politics
PS 2100	American Government and Politics
PS 2300	Intro to Comparative Politics
PS 2400	Intro to International Relations
PSY 1000	General Psychology
PSY 1005	Honors General Psychology
SOC 1000	Introduction to Sociology
SOC 1001	Introduction to Sociology Honors
SOC 2052	Methods of Social Research
SOC 2100	Sociology of the Family
SOC 2300	American Racial & Ethnic Groups
SOC 2500	Introduction to Global Studies

GESM SCIENCE & MATHEMATICS

ASTR 1100	Introduction to Astronomy
BIO 1000	Principles of Biology
BIO 1200	Biology and Society
BIO 2402	Human Physiology and Anatomy
CHEM 1010	Preparatory Chemistry
CHEM 1030	Essentials of Chemistry
CHEM 1083	Chemistry I
CHEM 1084	Chemistry II
CHEM 1200	Chemistry in Your World
CPS 1031	Introduction to Computers
CPS 1032	Microcomputer Applications
CPS 1231	Fundamentals of Computer Science
ES 1000	Observing the Earth
GEOL 1200	Introduction to Geology
ID 1400	Technology and Information Systems in Modern Society
MATH 1010	Foundations of Mathematics
MATH 1016	Statistics
MATH 1054	Pre-calculus
METR 1300	Introduction to Meteorology
PHYS 2091	General Physics I
PHYS 2092	General Physics II
PHYS 2095	Physics I
PHYS 2096	Physics II

Kean University
College of Business & Public Administration
Marketing Department

Course List – Effective Fall 2009

Course Number	Course Title
MKT 2500	Principles of Marketing <i>(formerly MKT 3410)</i>
MKT 3240	Professional Selling
MKT 3260	Retail Marketing <i>(formerly MKT 3420)</i>
MKT 3430	Advertising & Marketing Communications <i>(formerly MKT 3430)</i>
MKT 3480	Sports Marketing
MKT 3490	Internet Marketing
MKT 3500	Direct Marketing <i>(formerly MKT 3432)</i>
MKT 3510	Consumer Behavior <i>(formerly MKT 3451)</i>
MKT 3550	Marketing Research <i>(formerly MKT 4410)</i>
MKT 3610	Buying and Merchandising <i>(formerly MKT 3425)</i>
MKT 3630	Advertising Media Planning
MKT 3640	Sales Management <i>(formerly MKT 3435)</i>
MKT 3650	Marketing Channels <i>(formerly MKT 3450)</i>
MKT 3660	Services Marketing <i>(formerly MKT 3455)</i>
MKT 3690	Business to Business Marketing <i>(formerly MKT 3520)</i>
MKT 3720	Logistics & Transportation <i>(formerly MKT 4420)</i>
MKT 4210	Product Planning & Development
MKT 4220	International Marketing <i>(formerly MKT 3470)</i>
MKT 4230	Advertising Campaigns <i>(formerly MKT 3431)</i>
MKT 4240	Contemporary Issues in Marketing <i>(formerly MKT 3481)</i>
MKT 4500	Seminar in Marketing Strategy <i>(formerly MKT 3460)</i>

Note: Students do not get double credit for the same course taken twice under the new as well as the old course number.