

Recommended Credits

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">College of Business &amp; Public Management/School of Management and Marketing</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">BS Marketing (40400)</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">4 Year Plan</p>	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 01</p>	Fall	GE 1000 Transition to Kean (1 credit)	ENG 1030 Composition (3 credits)	MATH 1044 Precalc. For Business (3 credits)	COMM 1402 Speech Comm. (3 credits)	ECO 1020 Principles of Economics I (3 credits)	HIST 1062 Worlds of History (3 credits)	16	
		Winter								
		Spring	MKT 2500 Principles of Marketing (3 credits)	ECO 1021 Principles of Economics II (3 credits)	CPS 1032 Microcomputer Applications (3 credits)	GE 2021 Research & Technology (3 credits)	GE Humanities Requirement (3 credits)		15	
		Summer								
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 02</p>	Fall	ACCT 2200 Principles of Accounting I (3 credits)	MGS 2150 Business Statistics & Applications (4 credits)	MGS 2030 Principle of Management (3 credits)	ENG 2403 World Literature (3 credits)	<i>GE Social Science Requirement (3 credits)</i>		16	
		Winter								
		Spring	ACCT 2210 Principles of Accounting II (3 credits)	MKT 3510 Consumer Behavior (3 credits)	BLAW 2051 Business Law I (3 credits)	ENG 3090 Business & Professional Writing (3 credits)	GE Science Requirement (4 credits)		16	
		Summer								
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 03</p>	Fall	MKT 4220 International Marketing (3 credits)	FIN 3310 Principles of Corporate Finance I (3 credits)	COMM 3590 Business Presentations (3 credits)	MGS 3040 Management Information Systems (3 credits)	Free Elective (3 credits)		15	
		Winter								
		Spring	MKT 3550 Marketing Research (3 credits)	Marketing Elective (3 credits)	MGS 3520 Business Ethics and Social Responsibility (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)		15	
		Summer								
	<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 04</p>	Fall	MGS 3100 Operations Management (3 credits)	MKT 4500 Seminar in Marketing Strategy (3 credits)	Marketing Elective (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)		15	
		Winter								
		Spring	MGS 4999 Integrative Business Strategy (3 credits)	Marketing Elective (3 credits)	Free Elective (3 credits)	Free Elective (3 credits)			12	
	<p><i>Please see the Curriculum Sheet for this program via Quick Links on the Kean University home page.</i></p>								<b>TOTAL REQUIRED</b>	<b>120</b>