

KEAN UNIVERSITY – COLLEGE OF Business and Public Management

(40400) B.S. in Marketing: 120 S.H.

Minimum GPA Required for Declaration: 2.5

Minimum GPA Required for Major: NA

Overall Minimum GPA Required for Graduation: 2.3

EFFECTIVE DATE: Fall 2019

GENERAL EDUCATION		32 S.H.	ACADEMIC MAJOR***		55 S.H.
Foundation Requirements:¹		13 S.H.	Required: Business Core		31 S.H.
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions ²	1		ACCT 2200 Principles of Accounting I		3
ENG 1030 Composition ³	3		ACCT 2210 Principles of Accounting II		3
MATH 1044 Pre-Calculus or MATH 1054 Precalculus ³	3		BLAW 2051 Business Law I		3
COMM 1402 Speech Communication ³	3		FIN 3310 Corporate Finance I		3
GE 2021 Research & Technology ³	3		MGS 2030 Principles of Management		3
			MKT 2500 Principles of Marketing		3
			MGS 2150 Business Statistics and Applications		4
Disciplinary & Interdisciplinary Distribution Requirements:¹		19 S.H.			
Humanities		6 S.H.	MGS 3040 Management Information Systems		3
*ENG 2403 World Literature	3		MGS 3520 Business Ethics and Corporate Social Responsibility		3
Take one "GE Approved" course from one area below			MGS 4010 Operations Management		3
Fine Arts/Art History	3		Required: Marketing Core		12 S.H.
Philosophy or Religion	3		MKT 3510 Consumer Behavior		3
Foreign Languages (Must take I and II for credit)	3		MKT 3550 Marketing Research		3
Music or Theatre	3		MKT 4220 International Marketing		3
Interdisciplinary	3		MKT 4500 Seminar in Marketing Strategy		3
			Marketing Electives		9 S.H.
			Select 3 MKT Classes at the 3000-4000 level		
Social Sciences		6 S.H.	MKT 3000-4000		3
*HIST 1062 Worlds of History	3		MKT 3000-4000		3
Take one "GE Approved" course from one area below			MKT 3000-4000		3
Psychology	3				
Economics or ES 1010 World Geography	3		**Major Capstone Course**		3 S.H.
Political Science	3		MGS 4999 Integrative Business Strategy (WE)		3
Sociology or Anthropology	3		Free Electives		21 S.H.
			(at least 50% must be 3000/4000 level. MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are optional)		
Interdisciplinary	3		MKT 3291-3293		1-3
			MKT 1996 ⁴		1
Science and Mathematics		7 S.H.			
CPS 1032 Microcomputer Applications ³	3				
Lab Science (from Biology; Chemistry; Environmental Sciences; Earth Sciences; Forensic Sciences; Interdisciplinary; Physics; or Sustainability Sciences)	4				
			Special Notes:		
			¹ See pre-requisites and equivalencies (on page 2)		
ADDITIONAL REQUIRED COURSES		12 S.H.	² University requirement for graduation for all undergraduate students that must be satisfied in one of two ways: Complete GE 1000 (all freshmen and transfers entering with 0-29 credits) OR complete GE 3000 (transfers entering with 30 credits or more)		
ECO 1020 Principles of Macroeconomics ³	3		³ Grade of C or higher		
ECO 1021 Principles of Microeconomics ³	3		⁴ MKT 1996 may be taken twice for credit		
ENG 3090 Business & Professional Writing	3		*GE Distribution course required of all students		
COMM 3590 Business & Professional Communication	3		**Course required by Major		
			*** All Major courses require a grade of C or better		

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

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

GE 1000

Required of all freshmen & transfers entering with 0-29 credits

Prereq: None

Equiv: ID 1001

GE 3000

Required of transfers entering with 30 credits or more

Prereq: 30 credits and ENG 1030

ENG 1030

Prereq: Placement testing or exemption from placement testing

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

MATH 1000 or 1010 or 1016 or 1030

Prereq: MATH 0901 if required by placement testing

Equiv of MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1044 or 1054

Prereq: MATH 0901 if required by placement testing and MATH 1000

COMM 1402

Prereq: CS 0412 if required by placement testing
ENG 1031/1032 or ENG 1033/1034 if required by placement testing
May be taken concurrently with ENG 1030

Equiv: COMM 1400

GE 2021- 2026 *Research and Technology* is offered as college-based course

GE 2021 College of BPM

GE 2022 College of EDU

GE 2023 College of CLA

GE 2024 College of NAHS

& NJCSTM & NWGC

GE 2025 SVPA & Michael Graves College

GE 2026 Undecided Majors and other special populations

Prereqs: CS 0412 if required by placement testing
ENG 1030 or equivalent

COMM 1402

Equiv: GE 2020

GE Distribution Courses

Approved 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.

These courses are designated as GEHU, GESS, and GESM.

GEHU Humanities

GESS Social Sciences

GESM Science and Mathematics

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.

Prereq: CS 0412 if required by placement testing; ENG 1030 or equivalent

Equiv: ENG*2203

HIST 1062 is a required Social Sciences Distribution course.

Prereq: None

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 the second of two semesters of study at the introductory or intermediate level.

Credit for the first semester may be used as elective credit.

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

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.