

**KEAN UNIVERSITY – COLLEGE OF Business and Public Management**

**(49400) 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 2024**

<b>GENERAL EDUCATION</b>		<b>32 S.H.</b>	<b>ACADEMIC MAJOR**</b>		<b>55 S.H.</b>
<b>Foundation Requirements:<sup>1</sup></b>		<b>13 S.H.</b>	<b>Required: Business Core</b>		<b>31 S.H.</b>
GE 1000 Transition to Kean –or– GE 3000 Transfer Transitions <sup>2</sup>	1		ACCT 2200 Principles of Accounting <sup>9</sup>		3
ENG 1030 Composition <sup>3</sup>	3		ACCT 2210 Principles of Accounting II		3
MATH 1044 Pre-Calculus or Math 1054 Precalculus <sup>3</sup>	3		BLAW 2051 Business Law		3
COMM 1402 Speech Communication <sup>3</sup>	3		FIN 3310 Corporate Finance <sup>10</sup>		3
GE 2021 Research & Technology <sup>3</sup>	3		MGS 2030 Principles of Management <sup>5,7</sup>		3
			MKT 2500 Principles of Marketing <sup>5,7</sup>		3
<b>Disciplinary &amp; Interdisciplinary Distribution Requirements:<sup>1</sup></b>		<b>19 S.H.</b>	MGS 2150 Business Statistics and Applications <sup>6,9</sup>		4
<b>Humanities</b>		<b>6 S.H.</b>	MGS 3040 Management Information Systems <sup>6</sup>		3
*ENG 2403 World Literature <sup>7</sup>	3		MGS 3100 Operations Management		3
<b>Take one "GE Approved" course from one area below</b>			MGS 3520 Business Ethics & Corp. Social Relationship		3
Fine Arts/Art History	3		<b>Required: Marketing Core</b>		<b>12 S.H.</b>
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
			<b>Marketing Electives</b>		<b>9 S.H.</b>
			Select 3 MKT Classes at the 3000-4000 level		
<b>Social Sciences</b>		<b>6 S.H.</b>	MKT 3000-4000		3
*HIST 1062 Worlds of History	3		MKT 3000-4000		3
<b>Take one "GE Approved" course from one area below</b>			MKT 3000-4000		3
Psychology	3		<b>Major Capstone Course</b>		<b>3 S.H.</b>
Economics or ES 1010	3		MGS 4999 Integrative Business Strategy (WE)		3
Political Science	3		<b>Free Electives</b>		<b>21 S.H.</b>
Sociology or Anthropology	3		(At least 50% must be 3000/4000 level. MKT 3291-3293 Internship/Co-Op and MKT 1996 Research Initiative are strongly recommended)		
Interdisciplinary	3		MKT 3291-3293		1-3
			MKT 1996 <sup>4</sup>		1
<b>Science and Mathematics</b>		<b>7 S.H.</b>			3
CPS 1032 Computer Applications <sup>3</sup>	3				3
Lab Science (from Biology; Chemistry; Environmental Sciences; Earth Sciences; Forensic Sciences; Interdisciplinary; Physics; or Sustainability Sciences)	4				3
					3
					3
			<b>Special Notes:</b>		
			*GE Distribution course required of all students		
			**All Major courses require a grade of C or better		
			<sup>1</sup> See pre-requisites and equivalencies (on page 2)		
			<sup>2</sup> University graduation requirements for all undergraduate students that may 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)		
			<sup>3</sup> Requires grade of C or higher		
			<sup>4</sup> MGS 1996 may be taken twice for credit		
			<sup>5</sup> COMM 1402 pre-requisite		
			<sup>7</sup> ENG 1030 pre-requisite		
			<sup>8</sup> ENG 2403 pre-requisite		
			<sup>9</sup> MATH 1044 pre-requisite		
			<sup>10</sup> ECO 1020, ECO 1021, MATH 1044, ACCT 2200 pre-reqs		
<b>ADDITIONAL REQUIRED COURSES</b>		<b>12 S.H.</b>			
ECO 1020 Principles of Macroeconomics <sup>3</sup>	3				
ECO 1021 Principles of Microeconomics <sup>3</sup>	3				
ENG 3090 Business & Professional Writing <sup>8</sup>	3				
COMM 3590 Business & Professional Communication <sup>5</sup>	3				