

# MARKETING, B.S.

Effective with the spring 2011 semester, completion of this major leads to the Bachelor of Science degree in Marketing, revised from the Bachelor of Science degree in Business Administration with a specialization in Marketing.

Completion of this major prepares one for a career as a sales administrator, advertising account representative, media analyst, market researcher, etc. Continued study may include a master's and/or doctoral degree in business, public administration, or law.

The requirements for admission to this degree track are:

1. a minimum cumulative grade point average (CGPA) of 2.5;
2. completion of at least 42 credits, including the All University Requirements and the following specific pre-major courses:

Code	Title	Credits
MATH 164	Pre-Calculus for Business Students	3 - 4
	or MATH 1165 Pre-Calculus for Business	
MATH 200	Calculus for Business	3
ECON 207	Principles of Economics:Macro	3
ECON 208	Principles of Economics:Micro	3

3. a minimum CGPA of 2.5 in all BUSI courses already completed.

Incoming students may transfer up to 50% of the School of Business courses required in the major, pending department evaluation for transfer equivalency. Once matriculated at NJCU, transfer students must complete at least 30 credits at NJCU to satisfy the university's residency requirement. Students must also maintain a GPA of 2.5 or better in courses taken in the School of Business. In fulfillment of graduation requirements, students must earn a grade of C or higher in all School of Business courses.

Code	Title	Credits
<b>Core Requirements</b>		
MGMT 225	Business Enterprise Applications	3
MGMT 251	Operations and Project Management Fundamentals	3
MGMT 203	Business Statistics	3
MGMT 241	Global Business	3
ACCT 251	Financial Accounting	3
ACCT 252	Management Accounting	3
ACCT 281	Business Law I	3
FINC 371	Managerial Finance	3
MGMT 411	Business Policy	3
<b>Major Requirements</b>		
MKTG 331	Consumer Behavior	3
MKTG 332	Market Communications	3
MKTG 432	Marketing Research and Analytics	3
MKTG 433	Marketing Management	3
MKTG 534	Seminar: Marketing Application Cases Simulation	3

Select any two (2) courses for six (6) semester hours

MKTG 340	Visual Communications for Integrated Marketing Communications	3
MKTG 355	Public Relations and Global Theory Development	3
MKTG 360	Writing for Marketing and Public Relations	3
MKTG 363	Global Marketing	3
MKTG 387	Retail Strategy and Structure	3
MKTG 422	E-commerce	3
<b>General Education Courses Required</b>		
MATH 164	Pre-Calculus for Business Students	3-4
	or MATH 1165 Pre-Calculus for Business	
MATH 200	Calculus for Business	3
ECON 207	Principles of Economics:Macro	3
ECON 208	Principles of Economics:Micro	3
<b>Total Credits</b>	<b>60-61</b>	

\*Students must earn a C or better in all Business courses.

Course	Title	Credits
<b>Freshman Semester 1</b>		
ENGL 101	English Composition I	4
	or ESL 101 or English Composition I for English as a Second Language Students	
MATH 164	Pre-Calculus for Business Students	3 - 4
	or MATH 1165 or Pre-Calculus for Business	
	General Education Tier I Course	3
	General Education Tier I Course	3
INTD 101	Orientation to College <sup>*first time freshmen only</sup>	1
	Credits	14-15
<b>Semester 2</b>		
ENGL 102	English Composition II	4
	or ESL 102 or English Composition II for English as a Second Language Students	
MATH 200	Calculus for Business	3
MGMT 211	Principles of Management	3
	General Education Tier I Course	3
	General Education Tier I Course	3
	Credits	16
<b>Sophomore Semester 1</b>		
MGMT 225	Business Enterprise Applications	3
MKTG 231	Principles of Marketing	3
ECON 207	Principles of Economics:Macro (General Education Tier II Course for Business Students Only)	3
ACCT 251	Financial Accounting	3
	General Education Tier II Course	3
	Credits	15
<b>Semester 2</b>		
MKTG 331	Consumer Behavior	3
ECON 208	Principles of Economics:Micro (General Education Tier II Course for Business Students Only)	3
ACCT 252	Management Accounting	3

General Education Tier II Course		3
General Education Tier II Course		3
Credits		15
<b>Junior</b>		
<b>Semester 1</b>		
MGMT 203	Business Statistics	3
MKTG 332	Market Communications	3
MGMT 241	Global Business	3
ACCT 281	Business Law I	3
Elective/Minor Course		3
Credits		15
<b>Semester 2</b>		
MGMT 251	Operations and Project Management Fundamentals	3
MKTG 432	Marketing Research and Analytics	3
FINC 371	Managerial Finance	3
General Education Tier III Course		3
Elective/Minor Course		3
Credits		15
<b>Senior</b>		
<b>Semester 1</b>		
MKTG 433	Marketing Management	3
MGMT 411	Business Policy	3
MKTG Elective Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Credits		15
<b>Semester 2</b>		
MKTG 534	Seminar: Marketing Application Cases Simulation	3
MKTG Elective Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Credits		15
Total Credits		120-121

7. Communicate business concepts effectively through oral presentation.
8. Apply marketing principles and concepts in the development of innovative and appropriate marketing strategies to address current emerging business problems.

### ***Student Learning Outcomes***

Upon completion of the Bachelor of Science in Marketing, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business concepts.