



# HUDSON COUNTY COMMUNITY COLLEGE

Associate of Science  
Business Administration

# NEW JERSEY CITY UNIVERSITY

Bachelor of Science  
Marketing

AY 2025-2026

| Course Number                                    | Course Name                                  | Credits |   | Course Number | Course Name                                   | Credits           |
|--|--|---------|---|---------------|---|-------------------|
| ENG101   | College Composition I                        | 3       | = | ENGL101       | English Composition I                         | 3                 |
| ENG102   | College Composition II                       | 3       | = | ENGL102       | English Composition II                        | 3                 |
| CSC100   | Intro to Computers and Computing             | 3       | = | CS107         | Computers & Information Systems               | 3                 |
| ECO201   | Principles of Macroeconomics                 | 3       | = | ECON207       | Principles of Economics:Macro                 | 3                 |
| ECO202   | Principles of Microeconomics                 | 3       | = | ECON208       | Principles of Economics:Micro                 | 3                 |
| ENG112   | Speech                                       | 3       | = | ENGL147       | Effective Speaking                            | 3                 |
| 1 Lab Science Elective                           |  | 4       | = | TBD           |   | 4                 |
| 1 Diversity Elective                             |  | 3       | = | TBD           |   | 3                 |
| 1 Humanities Elective                            |  | 3       | = | TBD           |   | 3                 |
| CSS100   | College Student Success                      | 1       | = | INTD101       | Orientation to College                        | 1                 |
| BUS103   | Introduction to Business                     | 3       | = | MGMT110       | Life is Good Business                         | 3                 |
| ACC121   | Principles of Accounting I                   | 3       | = | ACCT251       | Financial Accounting                          | 3                 |
| ACC221   | Principles of Accounting II                  | 3       | = | ACCT252       | Managerial Accounting                         | 3                 |
| BUS230   | Business Law                                 | 3       | = | MGMT235       | Business Law I: Legal Environment of Business | 3                 |
| MAN121   | Principles of Management                     | 3       | = | MGMT211       | Principles of Management                      | 3                 |
| MAT114   | Introduction to Probabilities and Statistics | 3       | = | MATH140       | Statistics I                                  | 3                 |
| ENG211   | Business Communications                      | 3       | = | MGMT230       | Business Communications Essentials            | 3                 |
| <b>Complete 1 of the following:</b>              |  |         |   |               |   |                   |
| MAN221   | Marketing                                    | 3       | = | MKTG231       | Principles of Marketing                       | 3 NJCU Recommends |
| HMT202   | Innovation, Creativity and Marketing         | 3       | = | MKTG2XX       | Marketing Elective Credits                    | 3                 |
| <b>Complete 1 of the following Math Courses:</b> |  |         |   |               |   |                   |
| MAT 110  | Precalculus                                  | 4       | = | MATH175       | Precalculus                                   | 4                 |
| MAT116   | Pre-Calculus for Business                    | 4       | = | MATH164       | Pre-Calculus for Business                     | 4 NJCU Recommends |
| <b>Complete 1 Restricted Program Elective:</b>   |  |         |   |               |   |                   |
| HMT111   | Introduction to Entrepreneurship             | 3       | = | MGMT221       | MYOB: Mind Your Own Business                  | 3                 |
| ACC211   | Computerized Accounting                      | 3       | = | ACCT253       | Quick Books                                   | 3                 |
| BUS205   | Global Business                              | 3       | = | MGMT241       | Global Business                               | 3 NJCU Recommends |
| BUS299   | Business Internship                          | 3       | = | MGMT2XX       | Management Elective Credit                    | 3                 |
| CAI206   | Introduction to Sustainability               | 3       | = | TRNS100       | General Elective Credit                       | 3                 |
| SCM101   | Supply Chain Management Principles           | 3       | = | MGMT1XX       | Management Elective Credit                    | 3                 |

Total Credits Transferred

60

General Education Waiver Awarded

## Remaing NJCU Courses

| Course Number                             | Course Name                                    | Credits      | Notes                                 |
|---|--|--------------|---------------------------------------|
| <b>Business Major Core:</b>               |  | <b>12-18</b> |                                       |
| MGMT 225                                  | Business Enterprise Applications               | 3            |                                       |
| MGMT 251                                  | Operations and Project Management Fundamentals | 3            |                                       |
| ECON 203                                  | Business Statistics                            | 0            | MATH140 will satisfy this requirement |
| MGMT 211                                  | Principles of Management                       | 0            | This will be satisfied with transfer  |
| MKTG 231                                  | Principles of Marketing                        | 0-3          | This will be satisfied with transfer  |
| MGMT 241                                  | Global Business                                | 0-3          | This will be satisfied with transfer  |
| ACCT 251                                  | Financial Accounting                           | 0            | This will be satisfied with transfer  |
| ACCT 252                                  | Management Accounting                          | 0            | This will be satisfied with transfer  |
| MGMT 235                                  | Business Law I: Legal Environment of Business  | 0            | This will be satisfied with transfer  |
| FINC 371                                  | Managerial Finance                             | 3            |                                       |
| MGMT 411                                  | Business Policy                                | 3            |                                       |
| <b>Major Requirements</b>                 |  | <b>15</b>    |                                       |
| MKTG 331                                  | Consumer Behavior                              | 3            |                                       |
| MKTG 332                                  | Integrated Marketing Communication             | 3            |                                       |
| MKTG 432                                  | Marketing Research                             | 3            |                                       |
| MKTG 433                                  | Marketing Management                           | 3            |                                       |
| MKTG 493                                  | Marketing Capstone                             | 3            |                                       |
| <b>Marketing Elective Courses</b>         |  | <b>9</b>     |                                       |
| MKTG 333                                  | Digital Marketing                              | 3            |                                       |
|   | Visual Communications for Integrated Marketing | 3            |                                       |
| MKTG 340                                  | Communications                                 | 3            |                                       |
| MKTG 350                                  | Social Media Marketing                         | 3            |                                       |
| MKTG 355                                  | Public Relations Theory and Global Development | 3            |                                       |
| MKTG 360                                  | Writing for Marketing and Public Relations     | 3            |                                       |
| MKTG 361                                  | Customer Relationship Marketing                | 3            |                                       |
| MKTG 363                                  | Global Marketing                               | 3            |                                       |
| MKTG 422                                  | E-commerce                                     | 3            |                                       |
| MKTG 434                                  | Marketing Analytics                            | 3            |                                       |
| <b>Required General Education Courses</b> |  | <b>0</b>     |                                       |
| MATH 164                                  | Pre-Calculus for Business Students             | 0            | This will be satisfied with transfer  |
| ECON 207                                  | Principles of Economics:Macro                  | 0            | This will be satisfied with transfer  |
| ECON 208                                  | Principles of Economics:Micro                  | 0            | This will be satisfied with transfer  |

**Free Elective Courses** **18-24**

**Total Credits To Graduate** **120**