

**HUDSON COUNTY COMMUNITY COLLEGE****Associate of Science
Business Administration****NEW JERSEY CITY UNIVERSITY****AY 2025-2026****Bachelor of Science
Marketing**

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	
Complete 1 of the following:							
MAN221	Marketing	3	=	MKTG231	Principles of Marketing	3	NJCU Recommends
HMT202	Innovation, Creativity and Marketing	3	=	MKTG2XX	Marketing Elective Credits	3	
Complete 1 of the following Math Courses:							
MAT110	Precalculus	4	=	MATH175	Precalculus	4	
MAT116	Pre-Calculus for Business	4	=	MATH164	Pre-Calculus for Business	4	NJCU Recommends
Complete 1 Restricted Program Elective:							
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**

Remaining NJCU Courses

Course Number	Course Name	Credits	Notes
Business Major Core:			12-18
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	
Major Requirements			15
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	
Marketing Elective Courses			9
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	
Required General Education Courses			0
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