



Associate of Science Business Administration to Bachelor of Science Marketing

Mercer AS - Business Administration

COURSE NUMBER	COURSE NAME	CREDITS
First Semester		
CSB100	College Success and Wellness for Business	2
ENG101	English Composition I	3
BUS107	Business Law I	3
IST101	Computer Concepts with Apps	3
1 Humanities General Education Elective		3
Second Semester		
MAT146	Pre-Calculus	4
ACC111	Principles of Financial Accounting	4
ENG102	English Composition II	3
1 Lab Science General Education Elective		3
Select 1 of the following Speech Courses:		
CMN111	Speech: Human Communication	3
CMN112	Public Speaking	3
Third Semester		
ACC112	Princ. of Managerial Accounting	4
BUS205	Business Statistics I	3
BUS210	Principles of Management	3
ECO111	Macroeconomics	3
MAT149	Calculus	4
Fourth Semester		
BUS206	Business Statistics II	3
BUS230	Global Environment of Business	3
ECO112	Microeconomics	3
1 General Education Elective (Except ECO103)		3

NJCU BS - Marketing

COURSE NUMBER	COURSE NAME	CREDITS
INTD101	Orientation to College	2
ENGL101	English Composition I	3
MGMT235	Business Law I: Legal Environment of Business	3
CS107	Computers and Information Systems	3
TBD		3
MATH175	Enhanced Pre-Calculus	4
ACCT251	Financial Accounting	4
ENGL102	English Composition II	3
TBD		3
ENGL147	Effective Speaking	3
ENGL147	Effective Speaking	3
ACCT252	Managerial Accounting	4
ECON 203	Business Statistics	3
MGMT211	Principles of Management	3
ECON207	Principles of Economics:Macro	3
MATH164	Pre-Calculus for Business	4
MATH2XX	Mathematics Elective Credits	3
MGMT241	Global Business	3
ECON208	Principles of Economics:Micro	3
TBD		3

Total Credits - 60

General Education Waived

Remaining NJCU Courses

COURSE NUMBER	COURSE NAME	CREDITS
REQUIRED COURSES		15
FINC 371	Managerial Finance (Pre-Requisite ECON 208, ACCT 252, MATH 164)	3
MGMT225	Business Enterprise Applications	3
MKTG231	Principles of Marketing	3
MGMT 251	Operations and Project Management Fundamentals	3
MGMT 411	Business Policy (Pre-Requisite FINC 371)	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	
Complete three (3) Marketing Electives		9
MKTG 333	Digital Marketing	3
MKTG 340	Visual Communications for Integrated Marketing 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 422	E-commerce	3
MKTG 434	Marketing Analytics	3
Free Elective Courses		21