



**Associate of Science  
in Business Administration  
to  
Bachelor of Science  
in Marketing**

**HCCC  
Business Administration A.S.**

**NJCU  
Marketing B.S.**

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	TBD	4	=	TBD		4
1 Diversity Elective	TBD	3	=	TBD		3
1 Humanities Elective	TBD	3	=	TBD		3
CSS100	College Student Success	1	=	INTD101	Orientation to College	1
BUS103	Introduction to Business	3	=	BUSI201	Introduction to 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
HMT202	Innovation, Creativity and Marketing	3	=	MKTG2XX	Marketing Elective Credits	3

**Complete 1 of the following Math Courses:**

MAT 110	Precalculus	4	=	MATH175	Precalculus	4
MAT116	Pre-Calculus for Business	4	=	MATH164	Pre-Calculus for Business	4

**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
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
<b>General Education Courses Required</b>		<b>0-4</b>
MATH 164	Pre-Calculus for Business Students <i>Note: This course may be a part of the transfer if taken at HCCC</i>	4
<b>Common Core Requirements</b>		<b>15-18</b>
MGMT 225	Business Enterprise Applications	3
MGMT 251	Operations and Project Management Fundamentals <i>Note: This course may be a part of the transfer if taken at HCCC</i>	3
ECON 203	Business Statistics	3
MGMT 241	Global Business	3
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>Complete three (3) Marketing Electives</b>		<b>9</b>
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
<b>Free Elective Courses</b>		<b>14-21</b>
<b>Total Credits To Graduate</b>		<b>120</b>