



in partnership with



NJCU SCHOOL OF BUSINESS

Bachelor of Science in Marketing

Earn Your Business Degree Close to Home with NJCU's "3+1 Advantage"

The B.S. in Marketing degree program is designed to provide students with a solid foundation in the knowledge, skills and abilities necessary for success in professional endeavors and advanced academic study. The curriculum allows students to build deep competency by offering the opportunity to select one of three areas of specialization: Marketing Analytics, Digital Marketing, and Integrated Marketing Communications & Public Relations.

Marketing courses complement the university classes students take in the natural and social sciences, arts and media, humanities, and quantitative and computer literacy. The result: a graduate who is both well-rounded educationally and job ready.

Marketing students network with professionals, gain experience and hone their professional capabilities through NJCU's Chapters of the American Marketing Association (AMA) and the Public Relations Student Society of America (PRSSA).

NJCU marketing students build their portfolio of experiences by taking advantage of internship opportunities throughout the metropolitan area at major corporations, marketing and communication firms, non-profit organizations and more.

NJCU School of Business proudly partners with Ocean County College to offer students the opportunity to earn bachelors and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJCU offers students a seamless path to earning a bachelor's degree through our 2+2 and 3+1 options, as well as opportunities for accelerated master's degrees through our 3+1+1 option! See your academic advisor to begin planning your path to transfer.

Why Choose NJCU For Your Degree?

- Ranked "Best Bang for Your Buck" Among Public Universities in the Northeast with easy transfer of credits
- Classes offered close to home, online, in-person and blended to fit your busy life
- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changes alike
- Full-time NJCU business faculty teach, advise, and provide personalized support to students
- NJCU School of Business programs are accredited by ACBSP – a global standard of excellence in business education
- Access to specialized services for OCC students and transfers including academic advising, special speakers and business focused career counselors to help you find an internship or co-op close to home in a field of your choice

Contact Information:

njcu.edu/ocean

ocean@njcu.edu

201-200-3230

NJCU B.S. in Marketing From OCC A.S. in Business Administration

PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), six specialization courses (18 credits), and nine credits selected from one of three different tracks.

The OCC A.S. in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.

Ready to Take the Next Step?

At NJCU, we offer many different ways for you to get the answers you need to move forward with your educational and professional goals. Connect with the NJCU School of Business and Admissions representatives at an upcoming event tailored just for you. We offer everything from informal online coffee chats, to virtual instant decision days, Zoom webinars, Instagram Live chats, guest speaker sessions, and more.

For more information on upcoming events, visit:
njcu.edu/transfer-events



ACBSP
Accredited
Programs



For More Information:

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NJCU REQUIREMENT

Gen Ed with A.A/A.S. Degree

OCC

CR.

			ENGL 151	3	
			ENGL 152	3	
			GHUM	3	
			GSOC	3	
			GHUM or GSOC	3	
			GSCL	4	
MATH	164	Pre-calculus for Business or Analytics for Business and Economics	MATH	191	3
ECON	221				
ECON	207	Macroeconomics	ECON	151	3
ECON	208	Microeconomics	ECON	152	3
ECON	203	Business Statistics	MATH	156	3
MGMT	211	Principles of Management	BUSN	271	3
MKTG	231	Principles of Marketing	BUSN	134	3
MGMT	225	Business Enterprise Applications	CSIT	123	3
ACCT	251	Financial Accounting	ACCT	161	3
ACCT	252	Management Accounting	ACCT	162	3
MGMT	235	Legal Environment for Business	BUSN	251	3
MGMT	241	Global Business	BUSN	291	3
MGMT	251	Operations + PMT Fundamentals	BUSN	249	3
FINC	371	Managerial Finance	BUSN	275	3
Elective			STSC	150	2
Additional Electives					30

Total transferred credits: 90 (includes all above)

Credits remaining to degree from NJCU: 30 (outlined below)

COURSES TO BE TAKEN AT NJCU TO COMPLETE THE B.S. CR.

MGMT	411	Business Policy	3
MKTG	331	Consumer Behavior	3
MKTG	332	Marketing Communications	3
MKTG	432	Marketing Research and Analytics	3
MKTG	433	Marketing Management	3
MKTG	439	Marketing Capstone	3

MARKETING CONCENTRATIONS REQUIREMENTS (9 CREDITS)

Select one of the following tracks

CONCENTRATION: MARKETING ANALYTICS

MKTG	361	Customer Relationship	3
MKTG	422	E-commerce	3
MKTG	434	Marketing Analytics	3

CONCENTRATION: DIGITAL ANALYTICS

MKTG	333	Digital Marketing	3
MKTG	350	Social Media Marketing	3
MKTG	434	Marketing Analytics	3

CONCENTRATION: PUBLIC RELATIONS

MKTG	340	Visual Communications for IMC	3
MKTG	355	Public Relations Theory and Global Development	3
MKTG	360	Writing for Marketing and Public Relations	3

Total credits needed in major: 27

Total additional free-elective credits needed for NJCU degree completion: 3