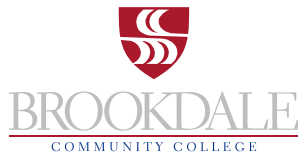




in partnership with



NJCU SCHOOL OF BUSINESS @ FT. MONMOUTH

Bachelor of Science in Marketing

Earn your bachelor's degree close to home.

Start at BCC and finish at NJCU @ Fort Monmouth.

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.

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 BCC 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

NJCU School of Business proudly partners with Brookdale Community 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 Dual Admissions program! See your academic advisor to begin planning your path to transfer.

Contact Information:

njcu.edu/brookdale

brookdale@njcu.edu

201-200-3230

NJCU B.S. in Marketing From BCC 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), four core marketing courses (12 credits), three (nine credits) courses from one out of three marketing specialization tracks, and up to three elective courses (9 credits). *The BCC A.S. in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.*

BROOKDALE GEN. ED. REQ.			CR.	NJCU EQUIV.	CR.
Communication			9		
ENGL	121	English Composition: The Writing Process	3	English Comp I	3
ENGL	122	English Composition: Writing & Research	3	English Comp II	3
SPCH	115	Effective Speech	3		
Humanities			3		
HIST 105 <i>or</i> 106 <i>or</i> ENGL 235 <i>or</i> 236			3		
Social Sciences			3		
PSYC 105 <i>or</i> PSYC 106			3		
Humanities or Social Science			3		
PHIL 227 <i>or</i> SOCI 101			3		
Math/Science/Technological & Information Literacy Competency			14		
Mathematics					
MATH	145	Algebraic Modeling	4		
MATH	156		3	MA 164 Pre-Calc for Business (4) <i>or</i> ECON 221 Analytics for Business and Economics (3)	3 or 4
<i>Sciences (Lab Science)</i>			4	Lab Science	
<i>Technological or Information Literacy Competency</i>					
COMP	129		3		
Total General Education Credits			32		
Career Studies Requirements			18		
BUSI	105	Introduction to Business	3	MGMT 110 Life is Good Business*	3
ECON	105	Macro Economics	3	ECON 207	3
ECON	106	Micro Economics	3	ECON 208	3
ACCT	101	Principles of Accounting I	3	ACCT 251	3
ACCT	102	Principles of Accounting II	3	ACCT 252	3
ECON	225	Business Statistics	3	BUSI 203	3
Career Studies Choices			9-11		
BUSI	205	Principles of Management	3	MGMT 211	3
BUSI	221	Business Law I	3	MGMT 235 Business Law I: Legal Environment of Business	3
MRKT	101	Intro to Marketing	3	MKTG 231	3
MATH	176	Business Calculus	4	MATH 200*	4
Total Credits			63		

* No longer required by NJCU.



NJCU MARKETING			CR.	BCC EQUIV.	CR.
Common Core Requirements (33 credits - some satisfied to the left)					
BUSI	241	Global Business**	3	BUSI 251	3
MGMT	225	Business Enterprise Applications	3		
MGMT	251	Operations and Project Management Fundamentals**	3	BUSI 245	3
FINC	371	Managerial Finance (ECON 208, ACCT 252, MATH 164 <i>or</i> ECON 221)	3		
MGMT	411	Business Policy (FINC 371)	3		
Major Requirements (27 credits)					
MKTG	331	Consumer Behavior (MKTG 231)	3		
MKTG	332	Integrated Marketing Communications (MKTG 231)	3		
MKTG	432	Marketing Research (BUSI 203, MKTG 331)	3		
MKTG	433	Marketing Management (MKTG 231, 331)	3		
MKTG	534	Marketing Capstone (MKTG 331, 332, 432, 433)	3		
Complete three (3) courses in any of the following Marketing concentrations:					
Concentration in Marketing Analytics					
MKTG	361	Customer Relationship Marketing (MKTG 231)	3		
MKTG	422	E-Commerce (MKTG 231)	3		
MKTG	434	Marketing Analytics (MKTG 231)	3		
Concentration in Digital Marketing					
MKTG	333	Digital Marketing (MKTG 231)	3		
MKTG	350	Social Media Marketing** (MKTG 231)	3	MKTG 115	3
MKTG	422	E-Commerce (MKTG 231)	3		
Concentration in Public Relations					
MKTG	340	Visual Communications for Integrated Marketing Communications (MKTG 231)	3		
MKTG	355	Public Relations Theory and Global Development (MKTG 231)	3		
MKTG	360	Writing for Public Relations and Marketing (MKTG 231)	3		

** Course Not Required in Curriculum for BCC.

Electives as needed and approved by department.

Students are encouraged to use electives for a second major or minor. See academic advisors for details.

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

For More Information:

njcu.edu/brookdale • brookdale@njcu.edu • 201-200-3230