

in partnership with



NJC.U SCHOOL OF BUSINESS AT FT. MONMOUTH AND JERSEY CITY

Bachelor of Science in Marketing

Seamlessly Transfer Credits and Earn Your Degree Close to Home With Dual Admissions

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).

NJC.U 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, HyFlex, and blended to fit your busy life
- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changers 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 Middlesex College 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

NJC.U School of Business proudly partners with Middlesex College to offer students the opportunity to earn bachelor's and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJC.U 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/middlesex

middlesex@njcu.edu

201-200-3230

Turn Your A.S. Degree from Middlesex College into a B.S. in Marketing from NJCU

PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), five specialization courses (15 credits), and nine credits selected from one of three different tracks. *The Middlesex College 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 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			MIDDLESEX EQUIVALENT	CR.
<i>General Education program</i>			<i>Completion of A.S.</i>	<i>Accepted</i>
ENGL 101	English Composition I		ENG 121	3
ENGL 102	English Composition II		ENG 122	3
MGMT 110	Life is Good Business		BUS 101 Introduction to Business* <i>Not required by NJCU for the major.</i>	3
ENGL 147	Effective Speaking		SPE 121 Fundamentals of Public Speaking* <i>Not required by NJCU for the major.</i>	3
MATH 164	Pre-calculus for Business or		MAT 129 Pre-calculus	4
ECON 221	Analytics for Business and Economics		MAT 131 Calculus for Business and Economics* <i>Not required by NJCU for the major.</i>	4
ECON 207	Macroeconomics		ECO 201	3
ECON 208	Microeconomics		ECO 202	3
ECON 203	Business Statistics		MAT 285	3
ACCT 251	Financial Accounting		ACC 101	3-4
ACCT 252	Management Accounting		ACC 102	3-4
MGMT 235	Business Law I		BUS 201	3
MGMT 211	Principles of Management or		Business Elective (select two courses) MGT 210 or MKT 201*	6
MKTG 231	Principles of Marketing		<i>Both courses are required for the B.S. in Marketing. Should one or the other not be taken here, they will still need to be taken for degree completion with NJCU.</i>	

Total transferred credits: **60 (includes all above)**
Credits remaining to degree from NJCU: **60 (outlined below)**

COURSES TO BE TAKEN AT NJCU TO COMPLETE THE B.S.			CR.
MGMT 211	Principles of Management (if not taken above)		3
MKTG 231	Principles of Marketing (if not taken above)		3
MGMT 241	Global Business		3
MGMT 225	Business Enterprise Applications		3
MGMT 251	Operations & PMT Fundamentals		3
FINC 371	Managerial Finance		3
MGMT 411	Business Policy		3
MKTG 331	Consumer Behavior		3
MKTG 332	Integrated Marketing Communications		3
MKTG 432	Marketing Research		3
MKTG 433	Marketing Management		3
MKTG 493	Marketing Capstone*		3

MARKETING CONCENTRATIONS REQUIREMENTS (9 CREDITS)

Select one of the following tracks

CONCENTRATION: MARKETING ANALYTICS			
MKTG 361	Customer Relationship Marketing		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 422	E-commerce		3
CONCENTRATION: PUBLIC RELATIONS			
MKTG 340	Visual Communications for Integrated Marketing Communications		3
MKTG 355	Public Relations Theory and Global Development		3
MKTG 360	Writing for Marketing and Public Relations		3

*Course taken only after successful completion of all other major degree requirements.
Total credits needed in major: **36**

Total additional free-elective credits needed for NJCU degree completion: **24**
* Students are encouraged to use electives for a second major or minor. See academic advisors for details.