

MARKETING COMMUNICATIONS

County College of Morris
A.S. Business Administration

BERKELEY COLLEGE
B.S.

		Accepted SEM HRS	Required QRT HRS		
Major Courses					
MKT113	Principles of Marketing I	3		MKT220	Principles of Marketing
			4	MKT222	Foundations of Market Research
			4	MKT223	Digital and Social Media Strategy
BUS242	Customer Relations (as Bus Elective) **	3		MKT241	Consumer Behavior
			4	MKT242	Brand Management
			4	MKT247	Advertising Management
			4	MKT351	Public Relations
			4	MKT446	Media Strategy and Metrics
			4	MKT455	The IMC Campaign
BUS132	Electronic Commerce (as Bus Elective)**	3	2		Marketing Electives
BUS135	International Business (as Bus Elective)**	3			
Business Courses					
BUS112	Introduction to Business	3		BUS100	Business Organization & Management
			4	BUS245	Business Ethics
			2	BUS226	Career Management Seminar
			4	BUS281	Project Management
			4	BUS483	Internship
BUS119	Business Information Systems	3		CIS115	Computer Applications
			2	CIS212	Multimedia and Business Presentations
BUS215	Principles of Management	3		MGT220	Principles of Management
			4	MGT420	Managing for Change
Liberal Arts Courses *					
ENG111	English Composition I	3		ENG105	Expository Writing
ENG112	English Composition II	3		ENG106	Writing Through Literature
COM109	Speech Communications (as Free Elective)**	3		ENG115	Public Speaking
			4	ENG265	Business Communication
MAT110	College Algebra (as Math Elective)**	3		MAT211	College Algebra
			4	MAT212	Mathematics with Business Applications
MAT124	Statistics (as Math Elective)**	3		MAT215	Statistics I
			4	MAT216	Statistics II
ECO211	Principles of Economics I	3		SOC201	Macroeconomics
			4	SOC225	Psychology
			4	SOC310	Intercultural Communication
			4	HUM311	Persuasive Communication
	History Electives	6	4		Humanities Electives
	Laboratory Science Elective	4			Math/Science Electives
			8		Social Science Electives
			4		Liberal Arts Electives
	General Ed Electives ***	6		GEC111	The Art of Argument
					Gen Ed Core Math/Science Elective
					Gen Ed Core Social Science Elective
					Free Electives
ACC111	Principles of Accounting I	3			
ACC112	Principles of Accounting II	3			
ECO212	Principles of Economics II	3			
		64	90		

* 24 Liberal Arts credits must be taken at the 300/400 level. 50% of credits must be in Liberal Arts.

** Depending on course taken, credit may apply elsewhere. Students will only have to take 90 quarter hours.

*** Fulfilled by Literature, Language, or other General Ed Requirement.