



AS-Business Administration

BS – Marketing

HCCC AS-Business Administration

Rutgers Business School-Newark BS – Marketing

Course Number	Course Name	Credits		Course Number	Course Name	Credits
ENG101	<i>College Composition I</i>	3	=	355:101	<i>English Composition I</i>	3
ENG102	<i>College Composition II</i>	3	=	355:102	<i>English Composition II</i>	3
ACC121	<i>Principles of Accounting I</i>	3	=	010:203	<i>Intro to Financial Accounting</i>	3
CSC100	<i>Intro to Computers & Computing</i>	3	=	623:220	<i>Management Information Systems</i>	3
ECO201	<i>Principles of Macroeconomics</i>	3	=	220:102	<i>Macro-Economics</i>	3
ECO202	<i>Principles of Microeconomics</i>	3	=	220:101	<i>Micro-Economics</i>	3
MAT114	<i>Intro to Statistics & Probability</i>	3	=	640:211	Statistical Methods	3
ACC221	Principles of Accounting II	3	=	010:204	Intro to Managerial Accounting	3
BUS230	<i>Business Law I</i>	3	=	010:319	<i>Business Law I</i>	3
MAN121	Principles of Management	3	=	620:301	Intro to Management	3
	Lab Science	4	=		General Education	4
	Humanities Elective	3	=		General Education	3
	Diversity Elective	3	=		Elective Credit	3
ENG112	Speech	3	=		Elective Credit	3
BUS 103	Introduction to Business	3	=		Elective Credit	3
ENG211	Business Communications	3	=		Elective Credit	3
CSS100	College Student Success	1			Not Transferable	
Complete One of the Following						
MAN221	<i>Marketing</i>	3	=	630:301	<i>Intro to Marketing</i>	3
HMT202	Innov, Creativity and Mrkting	3	=		Elective Credit	3
Complete One of the Following Math Courses						
MAT100	College Algebra	3	=	640:109	College Algebra	3
MAT116**	Pre-Calculus	4	=	640:109	College Algebra	3
Highly Recommended Additional Math Which Satisfies Rutgers Business Requirement						
MAT111	<i>Calculus I</i>	4	=	640:135	<i>Calculus I</i>	4
Complete One Restricted Program Elective						
SCM101	<i>Supply Chain Management Principles</i>	3	=	799:301	<i>Intro to Supply Chain Management</i>	3
HMT111	Intro to Entrepreneurship	3	=		Elective Credit	3
ACC211	Computerized Accounting	3	=		Elective Credit	3
BUS299	Business Internship	3	=		Elective Credit	3
BUS205	Global Business	3	=		Elective Credit	3
CAI206	Intro to Sustainability	3	=		Elective Credit	3

*Italicized Courses Satisfy Core Rutgers Business Requirements **=recommended choice*

Total Credits 60-65

General Education Waived

Remaining Rutgers Business School Newark Courses

COURSE NUMBER	COURSE NAME	CREDITS
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Business Foundations Requirements

0-4

21:629:119 or 21:640:135	Applied Calculus or Calculus I	4*
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Business Core Requirements

21-27

	Prof. Development Course Series (Three 01 credit courses)	3
29:390:329	Finance	3
29:620:302	Management Skills	3
29:620:418	Business Policy and Strategy	3
29:623:311	Operations Management	3
29:630:301	Intro to Marketing	0-3*
29:799:301	Intro to Supply Chain	0-3*
29:623:340	Business Research Methods	3
29:620:368	International Business	3

Major Requirements

18

29:630:374	Consumer Behavior	3
29:630:385	Marketing Research	3
29:630:452	Marketing Strategy	3

Choose Three Electives from the List Below

29:630:363	Advertising	3
29:630:368	Retail Marketing	3
29:630:369	New Product Planning	3
29:630:370	Business-to-Business Marketing	3
29:630:371	International Marketing	3
29:630:372	Services Marketing	3
29:630:375	Sports & NIL Marketing	3
29:630:401	Sales Management	3
29:630:428	Nonprofit Marketing	3
29:630:475	The Branding of Fashion & Other Creative Pursuits	3
29:630:480	Special Topic: Social Media & Mobile Marketing	3
29:630:481	Marketing Technology	3
29:630:485	Professional Selling	3
29:630:486	Independent Study in Marketing*	AR
29:630:488	Special Topics: A.I. in Marketing	3
29:630:489	Special Topic: Marketing Analytics	3
29:630:497	Digital Marketing	3
29:630:498	Brand Management	3
29:630:499	Marketing Consulting for Small Business	3

***can be completed at Hudson**

Free Elective Credits 11-21**

****Depends on courses taken at HCCC**