

GEORGIAN COURT UNIVERSITY - PRELIMINARY PROGRESS CHART - UNOFFICIAL UNTIL APPROVED BY THE OFFICE OF THE REGISTRAR

**This chart is to be used as a reference guide only.
Individual student charts are issued by the Offices of Admissions and Registrar.**

**Major:
MARKETING**

BRIDGE GENERAL EDUCATION: 42 - 49 CR	CRS	GR
Pathway to the Bridge (GEN101)	2	
Cornerstone: Discovering the Self (GEN199)▲	3	
Academic Writ & Research I (EN111)	3	
OR		
Honors Argument: Rhetoric & Research (EN221)	3	
History (US or World)	3	
Literature	3	
Philosophical Inquiry (PL245)	3	
Visual & Performing Arts	3	
Modern Language; Culture; Global	3	
Social Sciences ■ EC181 or EC182		
Social Sciences ■	3	
Natural Sciences (w/lab)	4	
Quantitative Analysis BU121 or BU221		
Exp Learn BU351	///	
COMMON INTELLECTUAL EXPERIENCE		
Religious Studies	3	
Ethics	3	
Shaping Lives: Women & Gender (WS311)	3	
Capstone: Visioning a Future (GEN400)	3	

■ Must select courses from two separate subject areas

STUDENTS ENTERING AS FRESHMEN:		
Complete all General Education requirements.		
Courses in BOLD print are required for the major.		
STUDENTS ENTERING AS TRANSFERS:		
_____ courses needed to complete gen ed requirements as follows:		
4	CIE courses marked with .	
_____	courses in BOLD print (required for the major).	
_____	additional courses from gen ed categories not already filled.	
NJ Community College General Education Courses	CRS	GR

MARKETING - BS - 60 CRS		
Business Core Courses	CRS	GR
AC171 Prin Financial Acct	3	
AC172 Prin Managerial Acct	3	
EC181 Prin of Macroeconomics	3	
EC182 Prin of Microeconomics	3	
IS224 Intro Business Analytics	3	
BU121 Quant Bus Concepts ■	3	
BU211 Business Law	3	
BU213 Mgmt Theory & Org Beh	3	
BU221 Bus Stats & Prob	3	
BU241 Prin of Marketing	3	
BU242 Managerial Comm OR	3	
CM251 Intercultural Comm OR	3	
CM252 Organizational Comm	3	
IS320 Mgmt Info Systems	3	
BU335 Financial Mgmt 1	3	
BU350 Internship & Career Prep	1	
BU351 Internship (in Marketing)	2+	
BU491 Bus Strat & Policy	3	

■ BU121 will be waived if a student achieves a "B" or better in one of the following: MA109, MA110, or MA115.

Marketing Courses	CRS	GR
BU341 Consumer Behavior	3	
BU342 Prin of Adv & PR	3	
BU442 Marketing Research	3	
Marketing Elective ☆	3	
Marketing Elective ☆	3	

☆ Choose from BU321, BU343, BU346, SM241, BU414, BU441.

WRITING INTENSIVE (WI) REQUIREMENT▲	CRS	GR
Writing Intensive #1		
Writing Intensive #2		
Writing Intensive #3		
Capstone: Visioning a Future (GEN400)		

▲ GEN199 fulfills the Gen Ed Cornerstone and a WI req. Other WI courses may fulfill General Education, major, or minor requirements, or may be taken as general electives.

ELECTIVES	CRS	GR

2022-23 ACADEMIC YEAR MATRICULATION

Refer to GCU 2022-23 Undergraduate Catalog for current academic policies, details regarding major requirements and course descriptions.

Minimum 120 credits required for the degree; 30 credits must be taken at GCU. Transfer maximum is 90 credits, no more than 75 credits from two-year institutions, no more than 48 general elective credits.

Accepted credits will not be replaced after enrollment at GCU.