

ADVANCED AND CONTINUOUS STUDIES IN MARKETING, ASSOCIATE IN SCIENCE

Students are encouraged to keep track of degree requirements by using the "My Progress" screen on Student Planning. Student Planning can be accessed via logging into Ocean Connect.

3+1 PROGRAM IN Marketing NEW JERSEY CITY UNIVERSITY (NJCU)

Students in this marketing option of the "3+1" program graduate with an associate degree from OCC in Business Administration and then matriculate into the Advanced and Continuous Studies degree program - Marketing option (AS.ACS.MRKT), allowing for financial aid to continue and for the full 90 credits to transfer to the aligned four-year university.

The 300-level courses included in this option have been developed by OCC in conjunction with our four-year partner, New Jersey City University (NJCU). Upon successful completion, no course shall be repeated at NJCU.

Junior		
First Semester		Credit Hours
BUSN 249	Operations Management	3
BUSN 291	International Business: A Cultural Perspective	3
BUSN 311	Consumer Behavior	3
Elective(s)		6
Credit Hours		15
Second Semester		
BUSN 275	Principles of Finance	3
BUSN 312	Marketing Communications	3
Elective(s)		9
Credit Hours		15
Total Credit Hours		30