

# MARKETING, ADVANCED AND CONTINUOUS STUDIES

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Students in this Marketing option of the “3+1” program graduate with an associate degree from OCC in Business Administration (choosing designated courses) and then matriculate into the Advanced and Continuous Studies program - Business Administration - Marketing Option (AS.ACS.SMRK), 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, Stockton University. Upon successful completion, no course shall be repeated.

<b>Junior</b>		
<b>First Semester</b>		<b>Credit Hours</b>
ACCT 263	Cost Accounting	3
MATH 157	Introduction to Data Science	4
BUSN 270	Principles of Advertising	3
BUSN 170 or BUSN 151	Small Business Management or Introduction to Human Resource Management	3
Choose from OCC course in Stockton History Category		3
<b>Credit Hours</b>		<b>16</b>
<b>Second Semester</b>		
BUSN 350	Introduction to Financial Management	4
BUSN 380	Advanced Operations Management	4
HIST 191 or SOCI 238	African-American History or Race and Ethnicity	3
Choose from OCC course in Stockton Arts Category		3
Choose from OCC course in Stockton International/Multicultural Category		3
<b>Credit Hours</b>		<b>17</b>
<b>Total Credit Hours</b>		<b>33</b>