MARKETING CONCENTRATION

Program Description

The **Marketing Concentration** within the Associate in Science in Business Administration is designed for students who plan to transfer to a four-year institution to pursue a bachelor's degree in marketing or a related business field.

This concentration focuses on how organizations identify customer needs, develop products and services, and communicate value in competitive markets. Students examine topics such as consumer behavior, digital marketing, branding, market research, and promotional strategy. Coursework emphasizes analytical thinking, creativity, data-driven decision-making, and effective communication.

The program combines core business foundations with focused preparation in marketing principles, preparing students for upper-level study in marketing and related disciplines.

Transfer Information

The Marketing concentration is structured to align with bachelor's degree programs in marketing and related disciplines such as advertising, digital marketing, sales management, brand management, and market research.

Students are encouraged to work closely with faculty and Advising & Transfer Services to ensure coursework aligns with the requirements of their intended transfer institution. Students planning to transfer within New Jersey should explore the "Transfer Programs" feature on NJ Transfer (www.njtransfer.org (http://www.njtransfer.org)) to review articulation agreements and institutional requirements.

Early academic planning is recommended, particularly for students interested in internships or experiential learning opportunities in marketing and communications.

Career Information

The A.S. in Business Administration – Marketing Concentration is designed primarily for transfer. A bachelor's degree is typically required for professional roles in marketing and brand management.

With further education, graduates may pursue careers such as:

- Marketing Coordinator
- Digital Marketing Specialist
- Brand or Product Manager
- Sales Representative or Sales Manager
- Market Research Analyst
- Advertising or Promotions Manager

Students are encouraged to consult with faculty and Career Services early in their academic journey to explore transfer pathways, internships, and long-term career planning in marketing and related business fields.

Fall One		Credit Hours
ENGL 151	English I	3
MATH 156 or MATH 166 or (MATH 191 or higher) [1]		3-4
STSC 150	Student Success Seminar [2]	2
ECON 151	Macroeconomic Principles	3
BUSN 134	Principles of Marketing	3
	Credit Hours	**14-15**
Spring One		
ENGL 152	English II	3
MATH 156 or MATH 166 or (MATH 191 or higher) [1]		3-4
ECON 152	Microeconomics Principles	3
CSIT 123	Integrated Office Software	3
ACCT 161	Principles of Accounting I	3
	Credit Hours	**15-16**
Fall Two		
BUSN 251	Business Law I	3
BUSN 210	Business Communications	3
ACCT 162	Principles of Accounting II	3
Humanities or Social Science Gen. Ed. Requirement (https://catalog.ocean.edu/academic-information/general-education/#humanities)		3
Lab Science Gen. Ed. Requirement (https://catalog.ocean.edu/academic-information/general-education/#lab)		4
	Credit Hours	**16**
Spring Two		
BUSN 270	Principles of Advertising	3
BUSN 271	Principles of Management	3
COMM 154	Fundamentals of Public Speaking	3
Humanities Gen. Ed. Requirement (https://catalog.ocean.edu/academic-information/general-education/#humanities)		3
Electives to meet 60 credits [3]		3
	Credit Hours	**15**
	Total Credit Hours	**60-62**

1 Many four-year business degree programs require Precalculus or Calculus as the entry-level math course. Students planning to transfer to Stockton University business programs should take Statistics. Kean Ocean students should take College Algebra and a second math course in Precalculus. Students should speak with an academic advisor when making course selections.

2 A variety of STSC -Student Success Seminar courses are available.

3 Students should speak with an academic advisor when selecting elective. Students planning to transfer to Stockton University should take ACCT 263.