

AS Business Administration			
Brookdale Courses	Credits	WPU Equivalency	Credits
Semester 1			
BUSI 105 Introduction to Business	3	Elective Credit	3
COMP 129 Information Technology	3	CS 2010 Computer Info & Technology	3
ECON 105 Macroeconomics	3	ECON 2010 Macroeconomics	
ENGL 121 English Composition	3	ENG 1100	3
MATH 145 Algebraic Modeling or MATH 151 Intermediate Algebra	4	Elective Credit	4
Semester 2			
ACCT 101 Principles of Accounting I	3	Elective Credit	3
ECON 106 Micro Economics	3	ECON 2020 Microeconomics	3
ENGL 122 English Composition: Writing and Research	3	Elective Credit	3
Career Studies Credits: MRKT 101 Introduction to Marketing	3	MKT 2100 Principles of Marketing	3
MATH 156 Mathematics for Management and the Social Sciences	4	MATH 1170 Business Math	4
Semester 3			
ACCT 102 Principles of Accounting II	3	ACCT 2110 Financial Accounting	3
HIST 105 World Civilization I or HIST 106 World Civilization II or ENGL 235 World Literature I or ENGL 236 World Literature II	3	HIST 1010 Foundations of Western Civilization or HIST 1020 The West and the World or elective credits	3
PSYC 105 Introduction to Psychology I	3	PSY 1100 General Psychology	3
SPCH 115 Public Speaking	3	COMM 1100 Communication in Action	3
Career Studies Credits: MATH 171 Calculus I or MATH 176 Calculus With Business Applications	4	MATH 1600 Calculus or MATH 1450 Quantitative Math II	4
Semester 4			
ECON 225 Business Statistics	3	ECON 2100 Business Statistics	4
Gen. Ed. Lab Science	4		4
PHIL 227 Introduction to Ethics or SOC 101 Principles of Sociology	3	PHIL 1100 Introduction to Philosophy or SOC 1010 Principles of Sociology	3
Career Studies Credits: ACCT 112 Managerial Accounting	3	ACCT 2120 Managerial Accounting	3
Elective	1		1
BS-Marketing, Marketing Management (60 Credits required for the major)			
Common Business Core Requirements			
		ECON 2110 Business Statistics II	3
		FIN 3200 Corporate Finance	3
		LAW 2010 Legal Environment of Business	3

	MGT 2000 Principles of Management	3
	MGT 3550 Values, Ethics, and Sustainability	3
	MGT 4310 Production and Operations Management	3
	MGT 4600 Business Strategy and Policy	3
	MGT 3050 Management Information Systems	3
	<u>Marketing Major Requirements</u>	
	MKT 3160 Global Marketing	3
	MKT 3200 Consumer Behavior	3
	MKT 4650 Marketing Research	3
	MKT 4820 Marketing Management	3
	<u>Marketing Elective Requirement (6 credits required)</u>	3
	MKT 3140 Marketing Communication Strategy	3
	MKT 3320 Digital Marketing	3
	MKT 3321 Social Media Marketing	3
	MKT 3322 Customer Analytics	3
	MKT 3420 Retail Management	3
	MKT 3510 Selling/Sales Management	3
	MKT 4750 Supply Chain Management	3
	MKT 4800 Pricing Strategies	0 - 3
	MKT 4850 Marketing Practicum	3
	MKT 4901 Marketing Internship - Marketing Management	0-3
	MKT 4990 Independent Study	1-6
	RPS 2100 Negotiation	3
Notes:		

1. William Paterson University will accept all associate degree credits under this program-to-program articulation agreement, including up to have of the William Paterson University major required credits, from New Jersey community college students who enroll at William Paterson University

2. William Paterson University recommends students to take two semesters of one foreign language at the community college. Two semesters of American Sign Language can also fulfill the foreign language requirement.

3. WP Online students should always refer to the semester course schedule when choosing electives, as elective course offerings may vary each semester.