

## Appendix 25

### Associate of Science in Business Administration at Sussex County Community College and

### Bachelor of Science in Marketing at William Paterson University, Cotsakos College of Business

<u>SCCC Courses AS</u>	<u>Credits</u>	<u>WP Equivalencies BS</u>
	<b><u>Semester 1</u></b>	
COLL101 Foundations for Success	3	WPU1010 Will.Power
ENGL101 English Composition I	3	ENG1100 College Writing
COMS110 Computer Concepts & Applications	3	CS1300 Intro to Visual Basic
ACCT101 Accounting Principles I: Financial	3	ACCT2110 Financial Accounting
BUSA101 Intro to Business	3	Degree Credit
	<b><u>Semester 2</u></b>	
ENGL102 English Composition II	3	ENG1500 Experiences in Literature
MATH108 Statistics	3	ECON2100 Business Statistics I
ACCT102 Accounting Principles II: Managerial	3	ACCT2120 Managerial Accounting
ECON101 Macroeconomics	3	ECON2010 Macroeconomic Principles
BUSA205 Business Law I	3	LAW 2010 Legal Environment of Business
	<b><u>Semester 3</u></b>	
Science Gen Ed Requirement	3	Equivalent Science Course
MATH110 PreCalculus I	3	MATH1170 Precalculus
COMS120 Computer Software Applications	3	CS2010 Computer & Info Technology
Social Science Gen Ed Requirement	3	Equivalent Social Science Credit
BUSA211 Management & Organizational Behavior	3	MGT2000 Principles of Management
	<b><u>Semester 4</u></b>	
Humanities Gen Ed Requirement	3	Equivalent Humanities Course
ENGL201 Effective Speaking	3	COMM1100 Communication in Action
Social Science Requirement Credits	3	Equivalent Social Science Course
BUSA220 Principles of Marketing	3	MKT2100 Principles of Marketing
ECON102 Microeconomics	3	ECON2020 Microeconomic Principles
<b>WP BS Marketing (60 credits in major)</b>		
	<b><u>Semester 5</u></b>	
	3	ECON 2110 Business Statistics II
	3	MKT 3160 Global Marketing
	3	MGT 3050 Management Information Systems
	3	MKT 3200 Consumer Behavior
	3	World Language I or ASL I
	0	PENB1005 Professional Enrichment 5
	<b><u>Semester 6</u></b>	

	3	FIN 3200 Corporate Finance
	3	MGT 3550 Values, Ethics and Sustainability
	3	MKT 4650 Marketing Research
	3	RPS 2100 Negotiation
	3	World Language II or ASL II
	0	PENB1006 Professional Enrichment 6
	<b>Semester 7</b>	
	3	MGT 4310 Operations Management
	3	Choose a major elective ( <b>list below</b> )
	3	Choose a major elective ( <b>list below</b> )
	3	Choose a free elective/ minor course
	3	Choose a free elective/ minor course
	0	PENB1007 Professional Enrichment 7
	<b>Semester 8</b>	
	3	MGT 4600 Business Strategy and Policy
	3	MKT 4820 Marketing Management
	3	Choose a free elective/ minor course
	3	Choose a free elective/ minor course
	3	Choose a free elective/ minor course
	0	PENB1008 Professional Enrichment 8
		<b>Marketing Core Electives</b>
		Required Credits:6
		MKT 3140 Marketing Communication Strategy
		MKT 3320 E-Marketing
		MKT 3321 Social Media Marketing
		MKT 3323 Marketing Analytics
		MKT 4750 Supply Chain Management
		MKT 4851 Marketing Management Practicum
		MKT 4901 Marketing Internship - Marketing Management
		RPS 2050 Professional Selling

**Notes:**

1. William Paterson University will accept all Associate of Arts, Associate of Science, or Associate of Fine Arts degree credits under this program-to-program articulation agreement, including up to half 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 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 check with their WP Online advisor and/or refer to the semester course schedule when choosing electives, as elective course offerings may vary each semester.