

B.S. BUSINESS STUDIES

MARKETING CONCENTRATION

Fall 2019 - Spring 2020

BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of "C" or better. 80 credits

CSIS 1206 Statistics	(4)	MKTG 3116 Consumer Behavior	(4)
ECON 1200 Macroeconomics	(4)	MKTG 3210 Marketing Research	(4)
ECON 1400 Microeconomics	(4)	MKTG 3355 Personal Selling & Sales Mgmt	(4)
ACCT 2110 Financial ACCT	(4)	MKTG 4470 Strategic Marketing	(4)
ACCT 2120 Managerial ACCT	(4)	MKTG Elective	(4)
BSNS 2120 Quantitative BSNS Mgmt	(4)	MKTG Elective	(4)
MGMT 2110 Intro to Management	(4)	BSNS Elective: Choose from ACCT, BUSA, ECON, FINA, HTMS, INTL, MKTG, MGMT, PLAW at the 3000 level or above	(4)
MKTG 2110 Marketing Principles	(4)		
PLAW 2120 Business Law I OR PLAW 3110 Legal, Social, Ethical ...	(4)	Internship or BSNS Elective (3000 level or above)	(4)
FINA 3110 Intro to Financial Mgmt	(4)	Transfer students may use transferred courses (including Introduction to Business) as "Other Business Courses", to satisfy the minimum number of credits (80) for this area.	
MGMT 3120 Operations Management	(4)		
BSNS 4112 Business Policy & Strategies (seniors only)	(4)		

GENERAL STUDIES REQUIREMENTS: 48 credits

G COURSES: (32 total credits) No more than 12 credits in any "G" category may be applied towards the BS degree.

GEN General Interdisciplinary	(4)	GNM General Natural Science & Math	(4)
GIS-General Integration & Synthesis	(4)	GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
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AT SOME DISTANCE Electives: (16 total credits) Courses unrelated to your major (may include CSIS courses)

	(4)		(4)
	(4)		(4)

GENERAL STUDIES OUTCOME REQUIREMENTS: These course attributes should be completed within the 128 credits needed to graduate.

(A) Arts		(V) Values/Ethics	
(H) Historical Consciousness		(I) International/Multicultural	

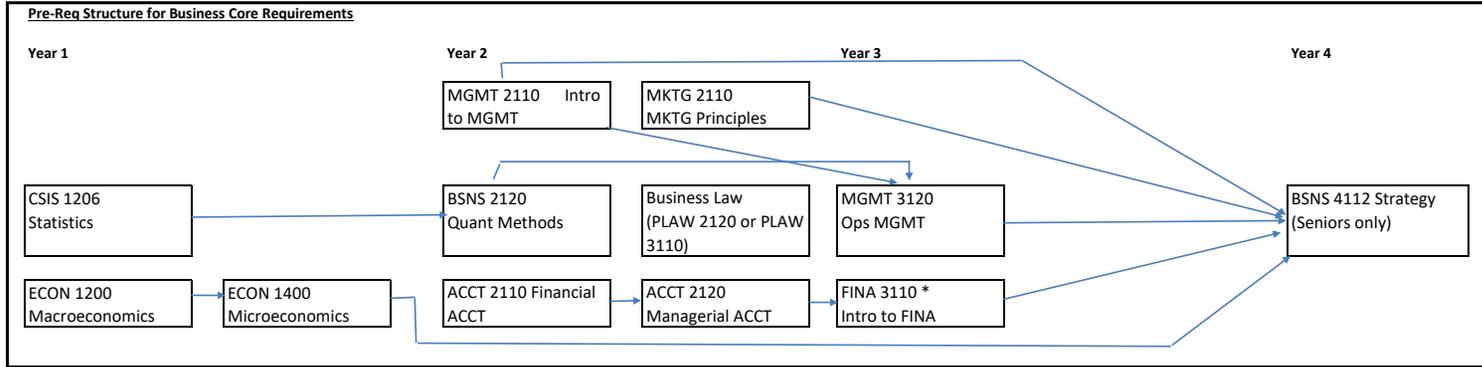
GENERAL STUDIES WRITING REQUIREMENT: (4 courses)
Two W1 courses may be in transfer. W2 courses must be taken at Stockton.

W1		W1/W2		W1/W2		W1/W2 at 3000 Level	
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GENERAL STUDIES QUANTITATIVE REASONING REQUIREMENT: (3 courses)
Two Q1 courses may be in transfer. Q2 courses must be taken at Stockton.

Q1		Q2		Q1 or Q2	
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Prerequisites must be met, check course description on the web.



If a student has met the pre-requisites, s/he may take courses in semesters earlier than indicated.

*With preceptor permission, FINA 3115 may be substituted for FINA 3110

