

All Bachelor of Science programs require a minimum of 128 credits and a 2.00 cumulative average.

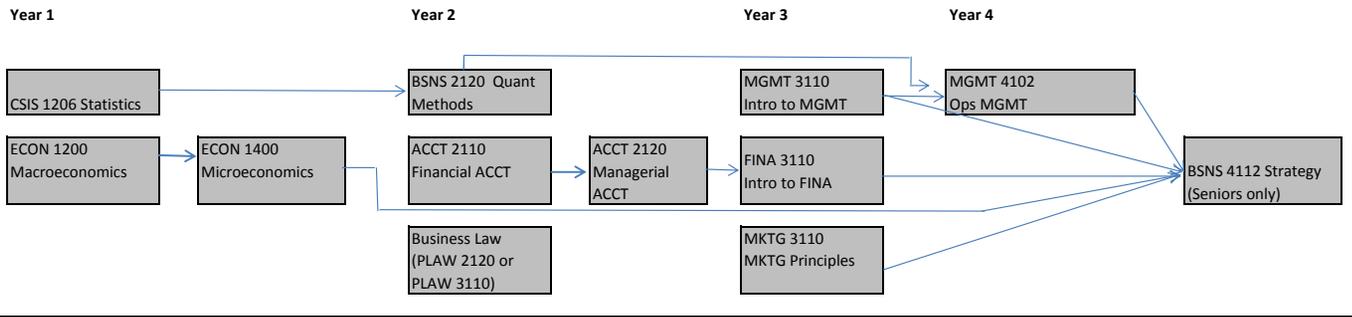
B.S. BUSINESS STUDIES		MARKETING CONCENTRATION	
Fall 2014 – Spring 2015			
BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of “C” or better.			80 credits
CSIS 1206 Statistics	(4)	MKTG 3210 Marketing Research	(4)
ECON 1200 Macroeconomics	(4)	MKTG 3355 Personal Selling & Sales MGMT	(4)
ECON 1400 Microeconomics	(4)	MKTG 4470 Strategic Marketing	(4)
BSNS 2120 Quantitative BSNS Methods	(4)	MKTG Elective	(4)
ACCT 2110 Financial ACCT	(4)	MKTG Elective	(4)
ACCT 2120 Managerial ACCT	(4)	MKTG Elective	(4)
FINA 3110 Intro to Financial Mgmt	(4)	BSNS Elective: Choose from ACCT, ECON, FINA, HTMS, INTL, MKTG, MGMT, PLAW at the 3000 level or above	(4)
MGMT 3110 Intro to Management	(4)		
MKTG 3110 Marketing Principles	(4)	Internship or BSNS Elective (3000 level or above)	(4)
MGMT 4102 Operations Management	(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.	
PLAW 2120 Business Law I OR	(4)		
PLAW 3110 Legal, Social, Ethical ...	(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 (Jr. yr.)	(4)	GNM General Natural Science & Math	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
GAH General Arts & Humanities	(4)	GSS General Social Science	(4)
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 at 3000 Level
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

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

"The student is responsible for insuring that all graduation requirements are met" (Bulletin). Consult with your preceptor and/or the Center for Academic Advising on a regular basis.

Pre-Req Structure for Business Core Requirements



Pre-req Structure for the Marketing Concentration

