B.S. BUSINESS ADMINISTRATION MARKETING CONCENTRATION

Fall 2024 - Spring 2025

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

BSNS Core:		**Marketing Concentration:**	
CIST 1206 Statistics	(4)	MKTG 3116 Consumer Behavior	(4)
ECON 1200 Macroeconomics	(4)	MKTG 3210 Marketing Research	(4)
BUSA 2110 Technology in Business	(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)
BUSA 2120 Introduction to Business Analytics	(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)		
BUSA 3120 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.	
MGMT 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) ECON 1400 Microeconomics required (4 credits).
Additional 12 credits should be courses unrelated to your major (may include CSIS courses).

ECON 1400 Microeconomics	(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	
(R1) Race and/or Racism Intensive		(R2) Race and/or Racism Education	

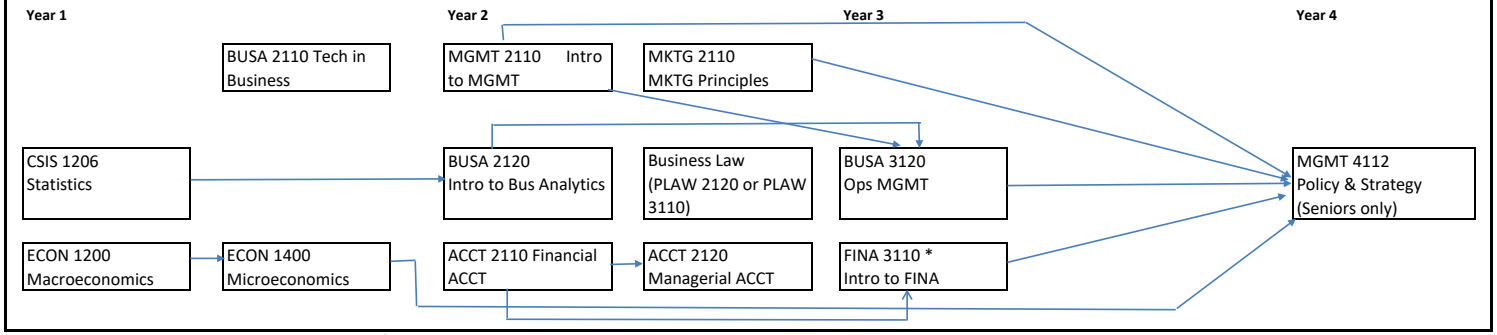
GENERAL STUDIES WRITING REQUIREMENT: (4 courses)
Two W1 courses may be in transfer. W2 courses must be taken at Stockton.

W1		W1/W2		W1/W2		W1/W2 at 3000 Level	

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		

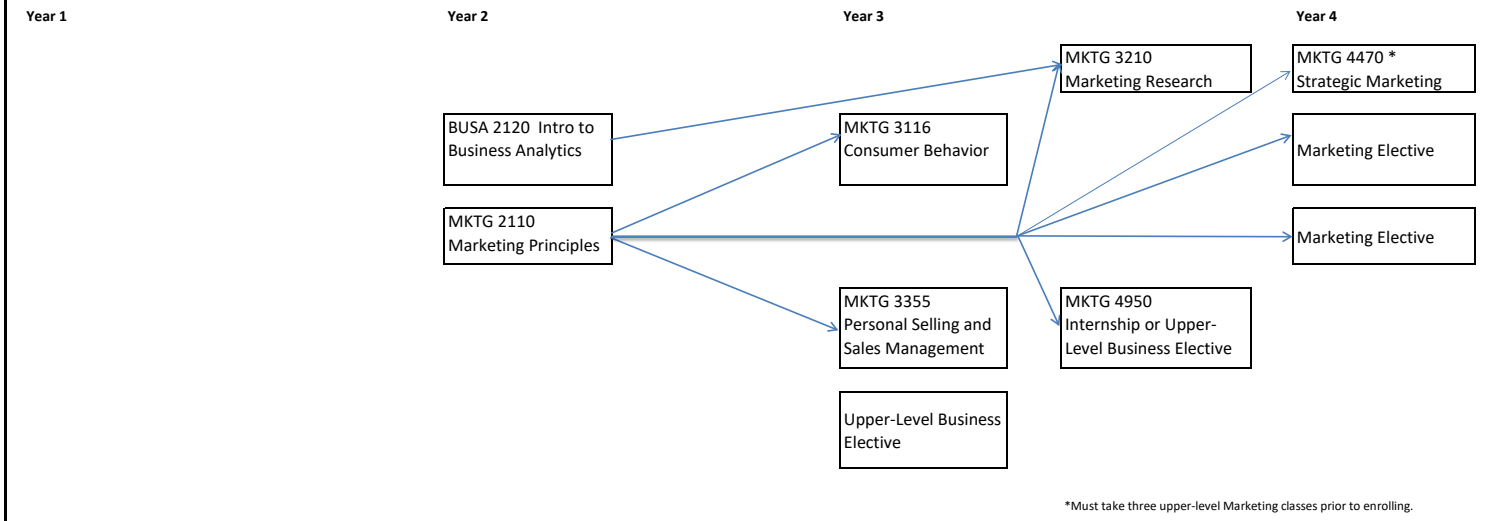
Pre-Req Structure for Business Core Requirements



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

Pre-req Structure for the Marketing Concentration



*Must take three upper-level Marketing classes prior to enrolling.