

DUAL DEGREE B.S. BUSINESS ADMINISTRATION / M.B.A.

MARKETING

For students entering Stockton in Fall 2023 or later

BSNS REQUIREMENTS: All BSNS program courses must be completed with a grade of "C" or better.		68 credits	MBA REQUIREMENTS:	36 credits
CIST 1206 Statistics	(4)		Core and capstone requirements:	
ECON 1200 Macroeconomics	(4)		BSNS 5205 Accounting Analysis for Mangers	(3)
BUSA 2110 Technology in Business	(4)		BSNS 5215 Mgmt: Theory, Practice & Vision	(3)
ACCT 2110 Financial Accounting	(4)		BSNS 5225 Applied Financial Analysis	(3)
ACCT 2120 Managerial Accounting	(4)		BSNS 5230 Business Decision Analysis	(3)
BUSA 2120 Introduction to Business Analytics	(4)		BSNS 5245 Business Info Systems & Tech	(3)
FINA 3110 Intro to Financial Management	(4)		BSNS 5505 Strategic Mgmt in Changing Envs	(3)
MGMT 2110 Intro to Management	(4)		PLAW 5250 Employment Law and Ethics	(3)
MKTG 2110 Marketing Principles	(4)		Required MBA Courses:	
	(4)		MKTG Elective (5300 level or above)	(3)
MKTG 3116 Consumer Behavior	(4)		BSNS 5900 or BSNS 5950, ACCT 5950, BUSA 5950, FINA 5950, HTMS 5950, MKTG 5950 (Internship)	(3)
	(4)		MBA Electives**:	
MKTG 3355 Personal Selling & Sales Mgmt	(4)		Elective	(3)
MKTG 4470 Strategic Marketing	(4)		Elective	(3)
MKTG Elective	(4)		Elective	(3)
BSNS Elective (3000 level or above)**	(4)			
	(4)			
**BSNS electives can be any course at the 3000 or 4000 level chosen from among the following acronyms: ACCT, BSNS, ECON, FINA, HTMS, MGMT, MKTG, or PLAW			**MBA electives can be any course at the 5300 level or above chosen from among the following acronyms: ACCT, BSNS, ECON, FINA, MGMT, MKTG, PLAW	
			48 credits	

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

(4)		GNM General Natural Science & Math	(4)
(4)		GIS-General Integration & Synthesis (Jr. yr.)	(4)
(4)		GAH General Arts & Humanities	(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 undergraduate credits needed to graduate.

(A) Arts		(V) Values/Ethics
(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
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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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