

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)
ECON 1200 Macroeconomics	(4)
BUSA 2110 Technology in Business	(4)
ACCT 2110 Financial Accounting	(4)
ACCT 2120 Managerial Accounting	(4)
BUSA 2120 Introduction to Business Analytics	(4)
FINA 3110 Intro to Financial Management	(4)
MGMT 2110 Intro to Management	(4)
MKTG 2110 Marketing Principles	(4)
MKTG 3116 Consumer Behavior	(4)
MKTG 3355 Personal Selling & Sales Mgmt	(4)
MKTG 4470 Strategic Marketing	(4)
MKTG Elective	(4)
BSNS Elective (3000 level or above)**	(4)

Core and capstone requirements:

BSNS 5205 Accounting Analysis for Mangers	(3)
BSNS 5215 Mgmt: Theory, Practice & Vision	(3)
BSNS 5225 Applied Financial Analysis	(3)
BSNS 5230 Business Decision Analysis	(3)
BSNS 5245 Business Info Systems & Tech	(3)
BSNS 5505 Strategic Mgmt in Changing Envs	(3)
PLAW 5250 Employment Law and Ethics	(3)

Required MBA Courses:

MKTG Elective (5300 level or above)	(3)
BSNS 5900 or BSNS 5950, ACCT 5950, BUSA 5950, FINA 5950, HTMS 5950, MKTG 5950 (Internship)	(3)

MBA Electives:**

Elective	(3)
Elective	(3)
Elective	(3)

**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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