

**B.S. BUSINESS ADMINISTRATION****MARKETING CONCENTRATION**(4)  
(4)

(4)

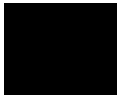
ACCT 2120 Managerial ACCT

MKTG Elective

MGMT 2110 Intro to Management

**BSNS Elective:** Choose from ACCT,

FINA 3110 Intro to Financial Mgmt\*

**GENERAL STUDIES REQUIREMENTS:**GEN General Interdisciplinary (4)  
GIS-General Integration & Synthesis (Jr. yr.) (4)  
GAH General Arts & Humanities (4)  
GAH General Arts & Humanities (4)GNM General Natural Science & Math (4)  
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GSS General Social Science (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  
(H) Historical Consciousness  
(R1) Race and/or Racism Intensive(V) Values/Ethics  
(I) International/Multicultural  
(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

Year 1		Year 2		Year 3		Year 4	
	BUSA 2110 Tech in Business	MGMT 2110 Intro to MGMT	MKTG 2110 MKTG Principles				
CSIS 1206 Statistics		BUSA 2120 Intro to Bus Analytics	Business Law (PLAW 2120 or PLAW 3110)	BUSA 3120 Ops MGMT		MGMT 4112 Policy & Strategy (Seniors only)	
ECON 1200 Macroeconomics	ECON 1400 Microeconomics	ACCT 2110 Financial ACCT	ACCT 2120 Managerial ACCT	FINA 3110 * Intro to FINA			

Pre-req Structure for the Marketing Concentration

Year 1		Year 2		Year 3		Year 4	
					MKTG 3112 Public Relations	MKTG 4460 Global Marketing	
		BUSA 2120 Intro to Bus Analytics			MKTG 3116 Consumer Behavior	MKTG 4470* Strategic Marketing	
					MKTG 3202 Advertising	* Plus 3 MKTG electives	
					MKTG 3210 Mktg Research	MKTG8*-4 4727 Creh Ts	