

MARKETING CONCENTRATION - BUSINESS ADMINISTRATION (B.S.) (COMBINED B.S./M.S. BUSINESS ANALYTICS)

A combined BS Business Administration/MS Business Analytics degree provides students with foundational quantitative, qualitative and technical skills along with knowledge of data analysis tools. This enhances their abilities in forecasting, managing and monitoring key performance indicators, identifying growth opportunities and strategic planning, which are highly desirable skills in their career.

The “4 + 1” Bachelor’s/MS in Business Analytics (MSBA) is a five year program, during which students will spend three years taking courses required for their chosen bachelor’s degree program and in their fourth year, they will complete (along with required undergraduate program courses) 6 credits worth of MSBA coursework. This will satisfy both undergraduate degree requirements and count toward achievement of the MSBA degree. In the fifth year, students will take graduate courses required to complete the MS in Business Analytics Degree. Students interested in this option can find more information regarding program requirements on the University’s Combined Programs website. (<https://www.montclair.edu/combined-programs/programs-of-study/>)

Program Requirements Overview

Code	Title	Credits
	New Student Seminar	1
	SEEDS General Education Requirements	15-18
	Major and Concentration Requirements	72
	Graduate Swing Courses	6
	Free Electives	26-23
Total Credits		120

Major Requirements

Requirements for the Graduate portion of this dual degree program can be found here (<http://catalog.montclair.edu/programs/business-analytics-ms/>).

Code	Title	Credits
Business Administration Required Core		
Business Fundamentals		
ACCT 204	Fundamentals of Accounting (Students in the Finance concentration take ACCT 201)	3
or ACCT 201	Fundamentals of Financial Accounting	
BSLW 235	Legal, Ethical, and Global Environment of Business	3
BCOM 280	Strategic Business Communications	3
INFO 290	Technology in Business	3
MGMT 201	Business Ethics and Social Impact	3
MGMT 439	Applied Business Strategy	3
Integrated Core		
FINC 300	Integrated Core: Finance	3
INFO 300	Integrated Core: Operations Management	3
MGMT 300	Integrated Core: Management	3

MKTG 300	Integrated Core: Marketing	3
Collateral Courses		
ECON 101	Applied Macroeconomics	3
ECON 102	Applied Microeconomics	3
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 240	Statistical Methods in Business	3
Concentration Requirements		
INBS 250	Introduction to International Business	3
MKTG 241	Consumer Behavior	3
MKTG 310	Services Marketing	3
MKTG 348	Digital Marketing	3
MKTG 442	Marketing Research	3
MKTG 446	Marketing Strategy and Implementation	3
Concentration Electives		
Complete 12 credits from the list below.		12
Business Administration Career Learning		
BUGN 310	Campus to Career Transition Course I: Prepare for Your Career	0
BUGN 320	Campus to Career Transition Course II: On the Job Success	0
Total Credits		72

Concentration Electives

Code	Title	Credits
INBS 347	Export/Import Marketing Process	3
INBS 349	International Marketing	3
INBS 440	International Retailing	3
MKTG 307	Retail Marketing and Management	3
MKTG 322	Customer Relationship Management Practicum	3
MKTG 325	Practicum in E-Retailing	3
MKTG 342	Sales Management	3
MKTG 344	Integrated Marketing Communications	3
MKTG 345	Nonprofit Operations and Marketing	3
MKTG 350	Pharmaceutical and Health Care Marketing	3
MKTG 360	Brand Management	3
MKTG 365	Sustainability Marketing	3
MKTG 401	Professional Selling Co-Op Education /Sales Co-Op	3
MKTG 443	Sales Leadership and Negotiation	3
MKTG 447	Marketing Analytics	3
MKTG 483	Seminar in Retail Management	3
MKTG 490	Marketing Co-op Ed	3
MKTG 492	Independent Study in Marketing	1-3
MKTG 493	Special Topics in Marketing	1-3

Graduate Swing Courses

A combined degree program allows students to complete 6-12 graduate credits (“graduate swing courses”) while enrolled as an undergraduate. These courses count for both their bachelor and master’s degrees. Graduate swing courses will count toward undergraduate free electives, unless noted otherwise.

The Graduate Swing Courses for this program:

Code	Title	Credits
INFO 574	Database Systems and Management	3
INFO 589	Applied Business Statistics	3

New Student Seminar

Code	Title	Credits
Students in the Adult Learner program must take GNED 100.		
Complete one course from the following. Some courses may be restricted by major. Consult with an academic advisor.		1
ADVS 198	Pathways to Success	
CHEM 190	Freshman Seminar in Chemistry	
FYS 100	First Year Seminar	
GNED 100	Adult Academic Success Seminar	
GNED 199	New Student Seminar	
HPEM 199	Freshman Seminar in Health and Physical Education	
IDS 155	Pathways to Adult Learning	
JUST 199	New Student Seminar	
MATH 102	New Student Experience for Mathematical Sciences	
MUGN 199	Freshman Seminar for Music Majors	
NURS 199	Introduction to Nursing	
POLS 199	Freshman Seminar in Political Science and Law	

Code	Title	Credits
Foundations		
<i>Effective Writing I</i>		
Complete one Effective Writing I course.		3
<i>Effective Writing II</i>		
Fulfilled by BCOM 280 in the major.		
<i>Interactive Communication</i>		
Complete one Interactive Communication course.		3
<i>Quantitative Reasoning</i>		
Fulfilled by INFO 240 in the major.		
<i>Political and Civic Life</i>		
Fulfilled by ECON 102 in the major.		
<i>World Languages</i>		
Complete two sequential classes in one World Language when starting at the Beginner I or Beginner II level. Complete one class when starting at the Intermediate/Advanced Level.		3-6
Exploration		
Complete one course from four different Exploration categories.		6
<i>Analyzing Cultures and Societies</i>		
Fulfilled by ECON 101 in the major.		
<i>Creative Expression</i>		
<i>Ethical Inquiry</i>		
Fulfilled by MGMT 201 in the major.		
<i>Historical Thinking</i>		
<i>Literary and Artistic Analysis</i>		
<i>Scientific Reasoning</i>		
Total Credits		15-18

Recommended Roadmap to Program of Study Completion

This recommended five-year plan is provided as an outline for students to follow in order to complete their program of study requirements within **five years**. This plan is a recommendation and students should only use it in consultation with their academic advisor.

Fifth year courses are taken at the graduate level, after matriculation into the graduate portion of this combined degree program.

Undergraduate Program

First Year

Fall	Credits Spring	Credits
New Student Seminar	1 BCOM 280 (Fulfills SEEDS: Effective Writing II)	3
WRIT 105 (Fulfills SEEDS: Effective Writing I)	3 INFO 240 (Fulfills SEEDS: Quantitative Reasoning)	3
ECON 102 (Fulfills SEEDS: Political & Civic Life)	3 ECON 101 (Fulfills SEEDS: Exploration 2 - Analyzing Cultures & Societ)	3
MGMT 201 (Fulfills SEEDS:Exploration 1 - Ethical Inquiry)	3 ACCT 204	3
INFO 173	3 MKTG 235	3
MATH 100 (or Free Elective)	3	
16		15

Second Year

Fall	Credits Spring	Credits
MKTG 241	3 SEEDS: Interactive Communication	3
FINC 300	3 BSLW 235	3
INFO 300	3 INFO 290	3
MGMT 300	3 MKTG 348	3
MKTG 300	3 Free Elective	3
BUGN 310	0 BUGN 320	0
15		15

Third Year

Fall	Credits Spring	Credits
SEEDS: World Language I	3 SEEDS: World Language II (or Free Elective if not needed.)	3
MKTG 442	3 MKTG 446	3
Concentration Elective 1	3 Concentration Elective 3	3
Concentration Elective 2	3 Free Elective	3
Free Elective	3 Free Elective	3
15		15

Fourth Year

Fall	Credits Spring	Credits
SEEDS Explorations 3	3 SEEDS Explorations 4	3
MGMT 439	3 Free Elective	2
Major Elective	3 Free Elective	3

Free Elective	3 INFO 574	3
Free Elective	3 INFO 589	3
	15	14

Total Credits 120

Graduate Program

Fourth Year

Summer	Credits
INFO 570	3
INFO 584	3
	6

Fifth Year

Fall	Credits Spring	Credits
INFO 581	3 INFO 587	3
INFO 583	3 INFO 585	3
INFO 582	3 INFO 588 or 589	3
	Either INFO 593 in Spring or INFO 592 the following Fall (by Department Permission Only)	0-1
	9	9-10

Total Credits 24-25