

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

A Combined Degree program enables undergraduate students to enroll in graduate courses in their senior year, which can be counted towards the completion of both their Bachelor's and Master's degree requirements.

The ability to take these "swing courses" allows students to earn both their Bachelor's and Master's degrees in a shortened period of time, typically within five years. Undergraduate 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

Students in this combined degree program must complete the requirements for:

Marketing Concentration - Business Administration (B.S.) (<http://catalog.montclair.edu/programs/business-administration-marketing-bs/>)

Business Administration (M.B.A.) (<http://catalog.montclair.edu/programs/mba/>)

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:

M.B.A. Graduate Swing Courses (<http://catalog.montclair.edu/programs/mba-graduate-swing-courses-combined-programs/>)

Recommended Roadmap to Degree(s)

This recommended five-year plan is provided as an outline for students to follow in order to complete their degree 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 Roadmap

First Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (A) New Student Seminar	1	GENERAL EDUCATION: (C2) Literature	3
GENERAL EDUCATION: (C1) Writing	3	ECON 101 (Fulfills General Education K3 category)	3

GENERAL EDUCATION: (C3) Communication	3	INFO 240 (Fulfills General Education H category)	3
ECON 102 (Fulfills General Education L category)	3	INFO 290	3
INFO 173 (Fulfills General Education G category)	3	MGMT 201	3
Free Elective or MATH 100 if needed	3		
		16	15

Second Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION: (K1) Social Science – American and European History	3	BUGN 310	0
World Language 1	3	INBS 250	3
ACCT 204	3	INFO 300	3
BSLW 235	3	FINC 300	3
BCOM 280	3	MGMT 300	3
		MKTG 300	3
		15	15

Third Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (F1) Humanities – Great Works and Their Influences	3	World Language 2	3
GENERAL EDUCATION (I) Natural Science Laboratory	4	MKTG 348	3
MKTG 310	3	MKTG 442	3
MKTG 241	3	Concentration Elective	3
Concentration Elective	3	Concentration Elective	3
		16	15

Fourth Year

Fall	Credits	Spring	Credits
GENERAL EDUCATION (J) Physical Education	1	GENERAL EDUCATION (D) Fine and Performing Arts	3
BUGN 320	0	GENERAL EDUCATION (F2) Humanities – Philosophical and Religious Perspectives	3
MGMT 439	3	GENERAL EDUCATION (K2) Social Science – Global Cultural Perspectives	3
MKTG 446	3	World Cultures	3
Concentration Elective	3	Graduate Swing Courses	6
Major Elective	3		
		13	18

Total Credits 123

Graduate Program Roadmap

Fourth Year

Summer Credits

First Half

MBA Core course	1.5
MBA Core course	1.5
MBA Elective	1.5

Second Half

MBA Core course	3
MBA Core course	1.5
MBA Core course	1.5

10.5

Fifth Year

	Fall	Credits	Spring	Credits
	First Half		First Half	
	MBA Core course	1.5	MBA Core course	3
	MBA Flexible Core course	1.5	MBA Elective	1.5
	MBA Flexible Core course	1.5	Second Half	
	MBA Elective	1.5	MBA Core course	1.5
	Second Half		MBA Core course	1.5
	MBA Core course	1.5	MBA Core course	1.5
	MBA Core course	1.5		
	MBA Elective	1.5		
		10.5		9

Total Credits 30