

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
New Student Seminar		1 BCOM 280 (Fulfills SEEDS: Effective Writing II)	3
WRIT 105 (Fulfills SEEDS: Effective Writing I)	3	3 INFO 240 (Fulfills SEEDS: Quantitative Reasoning)	3

ECON 102 (Fulfills SEEDS: Political & Civic Life)	3	ECON 101 (Fulfills SEEDS: Exploration 2 - Analyzing Cultures & Society)	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 2 or Free Elective	3
MKTG 442		3 MKTG 446	3
Concentration Elective 1		3 Free Elective	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 Exploration 4	3
MGMT 439		3 Free Elective	2
Free Elective		3 Free Elective	3
Free Elective		3 MBA Graduate Swing Courses (MBA Core)	6
Free Elective		3	
		15	14

Total Credits 120

Graduate Program Roadmap

Fourth Year

Summer	Credits
First Half	
MBA Core course	1.5
MBA Elective	1.5
Second Half	
MBA Core course	1.5

MBA Core course	1.5
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Fifth Year

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

Total Credits 27