



Academic Map: BSBA – Marketing

Associate of Business (A.B.) | 60 Total Credits | CSN Degree Code: AB | Catalog Year: 2021-2022 | For Transfer to NSC

Business

School of Business, Hospitality & Public Services

Department of Business Administration

Jobs and Employment Information: <https://www.csn.edu/businessarea>

DESCRIPTION: The Associate of Business (AB) degree provides the equivalent of the first two years of a bachelor’s degree in business related subject areas.

A secondary objective may be employment upon completion of the AB.

TERM 1 – TOTAL CREDIT HOURS: 15

	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
MATH 124 College Algebra	3	C or up in MATH 95/95E; or ACT/SAT/Place Score	GE Math	C	
ENG 101 Composition I	3	ENG Place Score; or C- and up in ENG 98 or ESL 139	GE ENG Comp	C-	
COM 101 Oral Communication	3	None	GE Humanities	C	
PHIL 102 Critical Thinking and Reasoning	3	None	GE Analytical Rea	C	
BUS 101 Introduction to Business	3	None	Special Prog	C	Mandatory Advising Required

TERM 2 – TOTAL CREDIT HOURS: 16

	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
ENG 102 Composition II	3	ENG 100/101/113 with a C- or up	GE ENG Comp	C	
COM 102 Intro to Inter Communications	3	ENG 100/101/113	Special Prog Elec	C	NSC Requirement
ECON 102 Principles of Microeconomics	4	C or up MATH124	Special Prog	C	
MGT 201 Principles of Management	3	None	Special Prog Elec	C	NSC Recommended Course
PSC 101 or HIST 100	3	None	GE US/NV Cons	C	Mandatory Advising Required

TERM 3 – TOTAL CREDIT HOURS: 15

	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
ENG 231 or ENG 232	3	ENG 100/101/113 with a C- or up; or approval	GE Literature	C	NSC Recommended Course
Nat. Science No Lab-See an advisor/counselor	3	Depends on course chosen	GE Nat. Science	C	
ACC 201 Financial Accounting	3	None	Special Prog	C	
MGT 235 Organizational Behavior	3	None	Special Prog Elec	C	NSC Requirement
ECON 103 Principles of Macroeconomics	3	C or up MATH124	Special Prog	C	Mandatory Advising Required

TERM 4 – TOTAL CREDIT HOURS: 15

	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Min Grade</u>	<u>Milestones and Notes</u>
Nat. Science w Lab - See an advisor/counselor	4	Depends on course chosen	GE Nat. Science	C	
Fine Arts Elective – See an advisor/counselor	3	Depends on course chosen	GE Fine Arts	C	
ACC 202 Managerial Accounting	3	C or up ACC 201	Special Prog	C	
ECON 261 Principles of Statistics	3	C or up MATH124	Special Prog	C	
Spec Prog. Elective - See an advisor/counselor	1	Depends on course chosen	Special Prog Elec	C	Apply for graduation



Academic Map: BSBA – Marketing

B.S. in Business Administration | 60 Total Credits | Catalog Year: 2021-2022 | Transfer from CSN with A.B.

DESCRIPTION: The business program at NSC is anchored by a well-rounded business core and a strong focus on technology and innovation. Our commitment to technology is reflected in what students’ study, but also how we teach. The study of technology keeps us on the leading edge of industry advances, and our use of technology in the classroom creates a progressive and engaging learning experience.

Major Coursework requires a grade of “C-” or higher.

<u>TERM 1 – TOTAL CREDIT HOURS: 15</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
IS 101	3	None	Major	
BLW 302	3	BUS 101	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
UPPER DIVISION ELECTIVE	3	Depends on course chosen	Elective	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	
<u>TERM 2 – TOTAL CREDIT HOURS: 15</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
FIN 301	3	ACC 201 ECON 102 BUS 101	Major	
MKT 301	3	BUS 101	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
UPPER DIVISION ELECTIVE	3	Depends on course chosen	Elective	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	
<u>TERM 3 – TOTAL CREDIT HOURS: 15</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
BUS 321	3	ENG 102 COM 101	Major	
MKT 312	3	MKT 301	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
UPPER DIVISION ELECTIVE	3	Depends on course chosen	Elective	
<u>TERM 4 – TOTAL CREDIT HOURS: 15</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
BUS/MGT 496	3	MKT 301 FIN 301 MGT 301	Major	MGT 201/235 = MGT 301
MKT 400	3	ECON 261 MKT 301	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	

* Consult advisor for course sequencing. Some courses may only be offered specific semesters.

* Upper Division is 300+ coursework.

* Follow this link to the NS Catalog for MARKETING elective course options and course pre-requisites: [Business Administration Degree Program](#)