



Academic Map: Bachelor of Science in Business Administration (Concentration in Marketing)

Associate of Business (A.B.) | 60 Total Credits | CSN Degree Code: AB | Catalog Year: 2024-2025 | For Transfer to NS

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. A minimum cumulative GPA of 2.0 is required for transfer to NS.

<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>
MATH 124 College Algebra	3	C or up in MATH 95/95E; or ACT/SAT/Place Score	GE Math	
ENG 101 Composition	3	ENG Place Score; or C-and up in ENG 98 or ESL 139	GE ENG Comp	
COM 101 Oral Communication	3	None	GE Humanities	
PHIL 102 Critical Thinking & Reasoning	3	None	GE Analytical Reas	
BUS 101 Intro to Business	3	None	Special Prog	
<u>TERM 2 – TOTAL CREDIT HOURS: 16</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
ENG 102 Composition II	3	ENG 100/101/113 with a C-or up	GE ENG Comp	
MKT 210 Marketing Principles	3	None	Special Prog Elec	Fulfills MKT 301 requirement at NS
ECON 102 Principles of Microeconomics	3	C or up in MATH 124	Special Prog	
MGT 201 Principles of Management	3	None	Special Prog Elec	
PSC 101 or HIST 100	4	None	GE US/NV Const	
<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>
ENG 231 or ENG 232	3	ENG 100/101/113 with a C-or up; or approval	GE Literature	
Nat Sci No Lab – See an advisor/counselor	3	Depends on course chosen	GE Nat Science	
ACC 201 Financial Accounting	3	None	Special Prog	
MGT 235 Organizational Behavior	3	None	Special Prog Elec	
ECON 103 Principles of Macroeconomics	3	C or up in MATH 124	Special Prog	
<u>TERM 4 – TOTAL CREDIT HOURS: 14</u>	<u>Credits</u>	<u>Pre-Requisite/Co-Requisite</u>	<u>Area</u>	<u>Milestones and Notes</u>
Nat Sci w Lab – See an advisor/counselor	4	Depends on course chosen	GE Nat Science	Apply for graduation
Fine Arts Elective – See an advisor/counselor	3	Depends on course chosen	GE Fine Arts	
ACC 202 Managerial Accounting	3	C or up in ACC 201	Special Prog	
ECON 261 Principles of Statistics	3	C or up in MATH 124	Special Prog	
Spec Program Elective – See advisor/counselor	1	Depends on course chosen	Special Prog Elec	IS 101 is recommended

*Students who choose to take IS 101 will complete 62 credits at CSN.



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DESCRIPTION: The business program at NS 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>
ECON 262	3	ECON 261	Major	
BLW 302	3	BUS 101	Major	
MKT 477	3	MKT 301	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
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 430	3	MKT 301	Major	
MARKETING ELECTIVE	3	Depends on course chosen	Major	
GENERAL 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	Apply for Graduation
MKT 312	3	MKT 301	Major	
MARKETING ELECTIVE	3	MGT 367	Major	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	
GENERAL 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	MGT 301, FIN 301, MKT 301	Major	
MKT 400	3	Depends on course chosen	Major	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	
GENERAL ELECTIVE	3	Depends on course chosen	Elective	

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

*Successful completion of MGT 201 & MGT 235 from CSN fulfills the requirement for MGT 301 at NS.

*MKT 210 will serve as a prerequisite in place of MKT 301 when required.

*Upper Division is 300+ coursework.

*Follow this link to the NS Catalog for MARKETING elective course options and course pre-requisites: [Nevada State Catalog](#)