

Stockton & OCC Guide to: Business Administration - Marketing

OCC AS Business Administration

OCC 3+1: AS Advanced and Continuous Studies; Option in Business - Marketing

First Semester		Second Semester	
Stockton	OCC (14-17 credits)	Stockton	OCC (15 credits)
College Writing (W1)	ENGL 151 English I	W1 or W2	ENGL 152 English II
Quantitative Reasoning (Q1)	MATH 161 College Algebra or higher (GMAT)	Quantitative Reasoning (Q1 or Q2)	MATH 191 Pre-Calculus I
ECON 1200 Macroeconomics	ECON 151 Macroeconomics	MKGT 2110 Marketing Principles	BUSN 134 Marketing
General Studies/At Some Distance	Humanities Gen. Ed. (GHUM)	General Studies/At Some Distance	CSIT 123 Integrated Office Software
General Studies/At Some Distance	STSC 150 Student Success	ECON 1400 Intro. to Microeconomics	ECON 152 Microeconomics

Third Semester		Fourth Semester	
Stockton	OCC (16 credits)	Stockton	OCC (12-15 credits)
Business Cognate	ACCT 161 Accounting I	ACCT 2110 Financial Accounting	ACCT 162 Accounting II
PLAW 2120 Business Law	BUSN 251 Business Law I	MGMT 2110 Intro to Management	BUSN 271 Management
General Studies/At Some Distance	Humanities or Social Science Gen. Ed.	Business Cognate	COMM 154 Public Speaking
General Studies/At Some Distance	Lab Science Gen. Ed.	General Studies/At Some Distance	Social Science Gen. Ed.
CIST 1206 Intro to Statistics (Q1 or Q2)	MATH 156 Intro. to Stats	General Studies/At Some Distance	Elective to meet 60 credits (if MATH 161 is completed, no additional elective is required): BUSN 210 Business Communication suggested



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Fifth Semester		Sixth Semester	
Stockton	OCC (16 credits)	Stockton	OCC (17 credits)
ACCT 2120 Managerial Accounting	ACCT 263 Cost Accounting	FINA 3110 Intro to Financial Management	BUSN 350 Intro to Financial Management (4 credits)
BUSA 2120 Intro to Business Analytics	MATH 157 Data Analytics	Race, Ethnicity, & Diversity Attribute: R1	HIST 191 African American History or SOC1 238 Race & Ethnicity
Marketing Elective: MKTG 3202 Advertising	BUSN 270 Advertising	Arts Category Attribute: A	Choose OCC courses from the Stockton Arts Category: ARTS, MUSC, DANC, THTR
Business Elective	BUSN 170 Small Business Management <u>or</u> BUSN 151 HR Management	BUSA 3120 Operations Management	BUSN 380 Advanced Operations Management
Historical Consciousness Attribute H	Choose OCC courses from the Stockton History Category: HIST	International/Multicultural Category Attribute I	Choose OCC course from the Stockton International/Multicultural Category: ANTH, SOCI

Stockton Semester 7 (20 credits)	Stockton Semester 8 (20 credits)
BUSA 2110 Technology in Business	MKTG 4470 Strategic Marketing
Internship Upper-Level Business Program Elective (Excludes HTMS 3101)	Upper-Level Marketing Elective (excludes HTMS 3101)
MKTG 3210 Marketing Research	MGMT 4112 Business Policies & Strategies
MKTG 3116 Consumer Behavior	General Studies (R1 or R2)
MKTG 3355 Personal Selling & Sales Management	General Studies (W1 or W2)



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