

# DUAL BACHELOR OF SCIENCE WITH A MAJOR IN BUSINESS ANALYTICS (STEM) AND MASTER OF SCIENCE IN THE FIELD OF MARKETING

The School of Business offers a dual bachelor of science with a major in business analytics (<http://bulletin.gwu.edu/business/decision-science/bs-business-analytics-stem/>) and master of science in the field of marketing (<http://bulletin.gwu.edu/business/marketing/ms/>) degree program. The combined program allows students to take up to 6 graduate credits as part of their undergraduate degree, thereby decreasing the number of credits normally required for the master's. All requirements for both degrees must be fulfilled.

Students interested in the dual degree program should confer with the graduate advisor. Visit the program website (<https://business.gwu.edu/four-plus-one/>) for additional information.

Code	Title	Credits
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## Credit sharing: 6 credits

MS courses taken during the BS program and corresponding BS courses waived:

MKTG 6242	Buyer Behavior
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One BS elective is waived.

MKTG 6256	Integrated Marketing Communication
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or MKTG 6248 Advertising and Marketing Communications Strategy

One BS elective is waived.