

FINISH IN FOUR DEGREE PLAN, BA.BUSINESS

MARKETING CONCENTRATION (Starting in Even Fall) [PLE 1]

Note: This plan represents one path to completion of this degree in four years. For specific course offerings for each semester, view "Search for Sections" online in Web Services on the JSC Portal. Also, be sure to consult regularly over time with your advisor to explore your best options and opportunities.

FRESHMAN YEAR

FALL 2016			CREDITS	SPRING 2017			CREDITS
GEC	Aesthetic Perspective	3		GEC	Global Perspective	3	
ENG 1031	College Writing 1A	3		ENG 1032	College Writing 1B	3	
BUS 1340★	Social Entrepreneurship (GEC – Civic)	3		BUS 2230	Principles of Marketing	3	
BUS 1080	Globalize It? [First Year Seminar]	3		BUS 2140	Personal Finance	3	
MAT 1080	Quantitative Reasoning	3		MAT 2030	Probability & Statistics ^π	3	
INT 1001	Creative Audience	.5		INT 1001	Creative Audience	.5	
GRS 3000	TILT	0					
Total Credits			15.5	Total Credits			15.5

SOPHOMORE YEAR

FALL 2017			CREDITS	SPRING 2018			CREDITS
ACC 2121	Financial Accounting	4		BUS 3050	Principals of Sales	3	
ECO 2020	Macroeconomics (Global Perspective)	3		ACC 2122	Managerial Accounting	4	
ENG 1072	Exposition & Analysis	3		GEC	Social & Historical Perspective	3	
BUS 2280	Introduction to Business Ethics	3		GEC	Aesthetic Perspective	3	
CIS 2220	Website Design	3		ECO 2030	Microeconomics (GEC – Social & Historical)	3	
ENG 3999	Writing Proficiency Exam	0					
Total Credits			16	Total Credits			16

JUNIOR YEAR

FALL 2018			CREDITS	SPRING 2019			CREDITS
BUS 2410	Human Res Management	3		BUS 3250	Organizational Behavior & Mgmt.	3	
BUS 3131	Business Law	3		BUS 3230	Financial Management (QE class)	3	
GEC	Natural Science	4		3000/4000	Upper-level Elective	3	
BUS 3210	Advertising	3		3000/4000	Upper-level Elective	3	
Any Level	Elective	3		Any Level	Elective	3	
Total Credits			16	Total Credits			15

SENIOR YEAR

FALL 2019			CREDITS	SPRING 2020			CREDITS
BUS 4030	Marketing Research	3		BUS 4720	Senior Seminar	3	
BUS 4810	Internship in Bus. Mgmt.*	6		3000/4000	Upper-Level Elective	3	
3000/4000	Upper-Level Elective	3		3000/4000	Upper-Level Elective	3	
Any Level	Elective	1		Any Level	Elective	3	
				Any Level	Elective	1	
Total Credits			13	Total Credits			13

CREDIT TOTAL 120

★ Both *Oral Communication* Graduation Standards are completed in Social Entrepreneurship.

^πAll BUS students are strongly encouraged to take Probability & Statistics. However, other math courses may be substituted, as long as all Quantitative Reasoning Graduation Standards are met.

*Ideally, this internship is accomplished in the summer between Junior and Senior years.

GRS = Graduation Standard
GEC = General Education Class
QE = Quantitatively Enriched

For a complete list of all requirements for this major, visit JSC's online catalog at <http://catalog.jsc.edu>. Then select ACADEMIC PROGRAMS in the left sidebar and choose this major from the list given.