



FINISH IN FOUR DEGREE PLAN, BA.BUSINESS MARKETING CONCENTRATION (Starting in Even Fall) [PLE 3]

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 1071	College Writing	3	ENG 1072	Exposition & Analysis	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	ENG 3999	Writing Proficiency Exam	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						
GEC	Aesthetic Perspective	3	GEC	Social & Historical Perspective	3						
BUS 2280	Introduction to Business Ethics	3	Any Level	Elective	3						
CIS 2220	Website Design	3	ECO 2030	Microeconomics (GEC – Social & Historical)	3						
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						
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.