

YEAR 1				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	ENG 151 Composition & Writing from Sources	3	ENG 152 Writing about Literature	3
	VCD 125 Fundamentals of Digital Media	3	CM 101 Public Speaking (CM 115 May Be Better)	3
	ART 110 Fundamentals of Design I (Fine Arts Elective)	3	Humanities Elective I	3
	IS 135 Advanced Microsoft Applications	3	MKT 206 Principles of Marketing	3
	ECON 202 Prin. Of Microeconomics (Social Science I)	3	IS 201 Management Information Systems	3
	FYS 100 New Student Seminar	1		
	GPS 101 Traditional Student Online Orientation	P or F		
CREDITS	16 CREDITS		15 CREDITS	
YEAR 2				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	Humanities II	3	Social Science Elective II (PSY 101 Recommended)	3
	IS 301 Principles of E-Commerce	3	MKT 210 Strategic Marketing Communication (Writing Intensive)	3
	MKT 208 E-Marketing	3	IS 320 Human-Computer Interaction	3
	VCD 270 Intro to Corporate Communication Design	3	MKT 300 Marketing Management	3
	MATH 136 Intro to Statistics	4	VCD 208 Web Design I	3
CREDITS	16 CREDITS		15 CREDITS	
YEAR 3				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	MKT 320 Social Media Marketing	3	INBUS/MKT 325 International Marketing	3
	MKT 311 Consumer Behavior	3	MKT 336 Integrated Marketing Communications	3
	Quantitative Literacy/Scientific Reasoning (2 nd)	4	IAD 380 Advanced Interactive Studio or IAD 381 Mobile and Responsive Design	3
	VCD 308 Web Design II	3	Elective I	3
	Scientific Reasoning Lab	4	Elective II	3
CREDITS	17 CREDITS		15 CREDITS	
YEAR 4				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	MKT 307 Marketing Research (Writing Intensive)	3	MKT 417 Senior Business Internship	3
	Humanities Elective III	3	MKT 430 Digital Marketing Capstone	3
	Elective III	3	Humanities Elective IV (Ethics)	3
	Elective IV	3	Elective VI	3
	Elective V	3		
CREDITS	15 CREDITS		12 CREDITS	

GENERAL EDUCATION NOTES

General Education courses are identified in blue.

- Specific courses that fulfill SEE general education requirements are listed in the catalog and on the portal.
- Students must complete all general education and major requirements and earn a minimum of 120 credits.
- 15 credits must be taken at the 300 or 400 level.
- All courses in the student's last 30 credits must be taken at Stevenson.

*HUMANITIES classes must be from at least three different disciplines.

**SOCIAL SCIENCE classes must be from two different disciplines.