

YEAR 1				
SEMESTER	FALL		SPRING	
	INT 100 Principles of Academic Integrity	0		
	FYS 100 First Year Seminar	1		
	ENG 151 Composition & Writing from Sources	3	ENG 152 Writing about Literature and Culture	3
	Communication Intensive (CI)	3	MKT 206 Principles of Marketing	3
	MGT 204 Principles of Management Social Science I** (SS)	3	EC 201 Principles of Macroeconomics Social Science II** (SS)	3
	IS 135 MS Office Applications	3	IS 201 Management Information Systems	3
	Fine Arts (FA) ART-110 recommended (fulfills a prerequisite for GDES elective options.)	3	General Elective Recommended: PSY-101 Introduction to Psychology	3
CREDITS	16 CREDITS		15 CREDITS	
YEAR 2				
SEMESTER	FALL		SPRING	
	ACC 140 Financial Accounting	3	ACC 141 Managerial Accounting Quantitative Literacy (QL)	3
	EC 202 Principles of Microeconomics	3	MKT 208 E-Marketing	3
	MKT 311 Consumer Behavior	3	MKT 210 Strategic Marketing Communication 200-level Writing Intensive (WI) (offered spring)	3
	Humanities I* (HUM)	3	Major Elective (1 of 3)	3
	General Elective	3	General Elective	3
CREDITS	15 CREDITS		15 CREDITS	
YEAR 3				
SEMESTER	FALL		SPRING	
	MKT 325 International Marketing	3	MKT 300 Marketing Management	3
	MKT 320 Social Media Marketing	3	MKT 336 Integrated Marketing Communication	3
	IS 320 Human-Computer Interaction	3	Major Elective (2 of 3)	3
	Scientific Reasoning - Lab (SR-L)	4	MATH 136 Introduction to Statistics Quantitative Literacy (QL)	4
	Humanities II* (HUM)	3	General Elective	3
CREDITS	16 CREDITS		16 CREDITS	
YEAR 4				
SEMESTER	FALL		SPRING	
	MKT 307 Marketing Research 300/400-level Writing Intensive (WI)	3	MKT 430 Marketing Capstone	3
	MKT 417 Senior Business Internship	3-6	Major Elective (3 of 3)	3
	Humanities III* (HUM)	3	Humanities IV* (HUM)	3
	General Elective	3	General Elective	3
	General Elective, if needed	3	General Elective, if needed	3
CREDITS	12-18 CREDITS		12-15 CREDITS	

PROGRAM POLICIES

Specific information regarding program policies and tracks (if applicable) may be found in the Stevenson University Catalog. Please consult with your academic advisor/success coach if you need additional information.

Major Elective Options

Students choose 3 courses/9credits
IAD 380; IAD 381; INBUS 201; INBUS 315/
MGT 315; INBUS 430; MGT 224; MGT 235;
MKT 315; MKT 316; MKT 330; MKT 410;
GDES 125; GDES 208; GDES 270; GDES 308

COURSE INFORMATION

FYS-100 First Year Seminar
1-credit course required for all first year students.

GPS-101
Trad Student Online Orientation
0-credit Blackboard course to prepare for taking SU online classes.

INT-100
Principles of Academic Integrity
0-credit Blackboard course required for all students.

GENERAL EDUCATION NOTES

Stevenson Educational Experience (SEE) courses are identified in blue.

- Specific courses that fulfill SEE requirements are listed in the catalog, on the SU Now portal, and through Student Planning.
- Students must complete all general education and major requirements and earn a minimum of 120 credits.
- A minimum of 15 credits must be taken at the 300/400 level.

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

**SOCIAL SCIENCE classes must be from two different disciplines