

YEAR 1				
SEMESTER	FALL 2021		SPRING 2022	
	INT 100 Principles of Academic Integrity	0		
	FYS 100 First Year Seminar	1		
	ENG 151 College Writing I	3	ENG 152 College Writing II	3
	Communication Intensive (CI)	3	Humanities I* (HUM)	3
	MGT 204 Principles of Management Social Science I** (SS)	3	MKT 206 Principles of Marketing	3
	IS 135 MS Office Applications	3	MATH 136 Introduction to Statistics Quantitative Literacy (QL)	4
	Fine Arts (FA) Recommended: ART-110 Fundamentals of Design I Fulfills a prerequisite for GDES elective options	3	General Elective Recommended: PSY-101 Introduction to Psychology	3
CREDITS	16 CREDITS		16 CREDITS	
YEAR 2				
SEMESTER	FALL 2022		SPRING 2023	
	ACC 140 Financial Accounting	3	EC 202 Principles of Microeconomics	3
	EC 201 Principles of Macroeconomics Social Science II** (SS)	3	ACC 141 Managerial Accounting Quantitative Literacy (QL)	3
	MKT 311 Consumer Behavior	3	MKT 208 E-Marketing	3
	Humanities II* (HUM)	3	MKT 210 Strategic Marketing Communication 200-level Writing Intensive (WI) (offered spring)	3
	General Elective	3	Major Elective (1 of 3)	3
CREDITS	15 CREDITS		15 CREDITS	
YEAR 3				
SEMESTER	FALL 2023		SPRING 2024	
	MKT 305 Marketing Research	3	MKT 301 Marketing Analytics	3
	MGT 308 Business Ethics 300/400-level Writing Intensive (WI)	3	MKT 336 Integrated Marketing Communication	3
	MKT 320 Social Media Marketing	3	Major Elective (2 of 3)	3
	General Elective	3	Scientific Reasoning - Lab (SR-L)	4
	General Elective	3	General Elective	3
CREDITS	15 CREDITS		16 CREDITS	
YEAR 4				
SEMESTER	FALL 2024		SPRING 2025	
	MKT 325 International Marketing	3	MKT 430 Marketing Capstone	3
	MKT 400 Marketing Management	3	Major Elective (3 of 3)	3
	MKT 417 Marketing Internship	3-6	Humanities IV* (HUM)	3
	Humanities III* (HUM)	3	General Elective	3
	General Elective, if needed	3	General Elective, if needed	3
CREDITS	12-15 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.

Prerequisite and co-requisite information is listed in the course descriptions.

No student, regardless of major, will be permitted to advance to the next course without earning a grade of "C" or better in the prerequisite course(s). When a grade below a "C" is earned in a major course, the student must repeat that course. A course may be repeated once without special permission.

COURSE INFORMATION

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

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

SUO-101
Online Learning Strategies and Success
0-credit Blackboard course to prepare for taking SU online classes.

Major Elective Options
Students choose 3 courses/9 credits
IAD 380; IAD 381; INBUS 201; INBUS 315/
MGT 315; INBUS 430; IS-201; IS-320; MGT
224; MGT 235; MKT 315; MKT 316; MKT
330; MKT 410; GDES 125; GDES 208;
GDES 270; GDES 308

GENERAL EDUCATION NOTES

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

- Specific courses that fulfill SEE requirements are listed in the SU Catalog, on the SU Now Portal, and through Student Planning.
- Students must complete all SEE 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