

YEAR 1				
SEMESTER	FALL 2023		SPRING 2024	
	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	MKT 206 Principles of Marketing	3
	MGT 204 Principles of Management Social Science I** (SS)	3	MATH 136 Introduction to Statistics Quantitative Literacy (QL)	4
	IS 135 Computer Applications for Business	3	Humanities I* (HUM)	3
	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 2024		SPRING 2025	
	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 Introduction to Digital Marketing	3
	Scientific Reasoning - Lab (SR-L)	4	MKT 210 Strategic Marketing Communication 200-level Writing Intensive (WI) (offered spring)	3
	General Elective/Minor Course	3	General Elective/Minor Course	3
CREDITS	16 CREDITS		15 CREDITS	
YEAR 3				
SEMESTER	FALL 2025		SPRING 2026	
	MKT 301 Applied Marketing Analytics	3	MKT 325 International Marketing	3
	MKT 305 Market Research	3	MKT 336 Integrated Marketing Communication	3
	MGT 308 Business Ethics 300/400-level Writing Intensive (WI)	3	Marketing Track Course	3
	Marketing Track Course	3	Humanities II* (HUM)	3
	General Elective/Minor Course	3	General Elective/Minor Course	3
CREDITS	15 CREDITS		15 CREDITS	
YEAR 4				
SEMESTER	FALL 2026		SPRING 2027	
	MKT 400 Marketing Management	3	MKT 430 Marketing Capstone	3
	MKT 417 Marketing Internship	3-6	Marketing Track Course	3
	Humanities III* (HUM)	3	Humanities IV* (HUM)	3
	Marketing Track Course	3	General Elective/Minor Course	3
	General Elective/Minor Course, if needed	3	General Elective/Minor Course, if needed	3
CREDITS	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.

See the University catalog and consult your academic advisor for Track Course options.

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