

Georgia Southwestern State University
B.B.A. in Marketing

Freshman Year			
Term 1		Term 2	
Course	Hours	Course	Hours
ENGL 1101 Composition I	3	ENGL 1102 Composition II	3
HIST 1111 OR 1112	3	MATH 1111 COLLEGE ALGEBRA	3
Area B Requirement	2	PEDS 1010 Lifetime Fitness	1
PEDS 2000 FIRST AID/CPR	2	ARTC 1100 OR THEA 1100 OR MUSC 1100	3
POLS 1101 American Government	3	SOCIAL SCIENCE ELECTIVE	3
UNIV 1000 GSW Experience	1		
	14		13

Freshman Goals: Pass the Regents Exam

Sophomore Year			
Term 3		Term 4	
Course	Hours	Course	Hours
BUSA 2010 MICROCOMP APPLS	3	ENG LITERA	3
BUSA 2105 COMMUNICATING IN THE BUS EN	3	Non Lab/Lab Science	3
AREA B COURSE	3	HIST 2111 O US HISTORY I OR II	3
Lab Science	4	ACCT 2101 PRIN OF ACCT I	3
FREE ELECTIVE	3	ECON 2105 PRIN OF MACROECON	3
	16		15

Sophomore Goals: Complete Core requirements

Junior Year			
Term 5		Term 6	
Course	Hours	Course	Hours
ACCT 2102 PRIN OF ACCT II	3	MGNT 3600 PRINCIPLES OF MGNT	3
ECON 2106 PRIN OF MICROECONOMICS	3	MKTG 3800 PRIN OF MARKETING	3
PEDS ____ PE Elective	1	FEE ELECTIVE	3
BUSA 3050 BUSINESS STATISTICS	3	MGNT 3060 QUANT MGNT	3
BUSA 3106 LEGAL ENV OF BUSINESS	3	BUSA 3150 BUSINESS FINANCE	3
AREA D MATH, TECH OR SCIENCE	3	MGNT 3650 INTRO TO INTERN BUS	3
	16		18

Junior Goals: Apply for graduation,

Senior Year			
Term 7		Term 8	
Course	Hours	Course	Hours
MGNT 3610 POM	3	MKTG 4910 MKTG RESEARCH	3
MKTG 4820 CONSUMER BEHAVIOR	3	MGNT 4190 STRATEGIC MGNT	3
MKTG 4830 MARKETING COMM	3	APPROVED BUSINESS COURSE	3
MKTG 4850 MARKETING CHANNELS	3	APPROVED BUSINESS COURSE	3
MKTG 4890 MARKETING MGNT	3	Free elective	3
APPROVED BUSINESS COURSE	3		
	18		15

Senior Goals:

TOTAL HOURS LESS UNIV 1000 PHYSICAL EDUCATION REQUIREMENTS

120

This suggested schedule of courses is provided as a guideline only. Students are encouraged to consult an advisor to tailor this schedule to fit a particular situation and to consult the Catalog for a complete list of requirements for graduation. Students may take summer classes in order to reduce their academic course load during Fall and Spring semesters.