

Marketing Concentration Academic Map

This academic map is a suggested four-year schedule of courses based on degree requirements in the GGC catalog. This sample schedule serves as a general guideline to help build a full schedule each term. **Missing milestones could delay your program.**

Name: _____

ID: _____

FRESHMAN FALL		FRESHMAN SPRING		FRESHMAN SUMMER	
Course	Hours	Course	Hours	Course	Hours
<input type="checkbox"/> ENGLISH COMPOSITION 1 ENGL 1101	3	<input type="checkbox"/> ENGLISH COMPOSITION 2 ENGL 1102	3	FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> COLLEGE ALGEBRA MATH 1111	3	<input type="checkbox"/> NATURAL SCIENCE 1 PSCI 1101K, BIOL 1101K, or CHEM 1151K	4		
<input type="checkbox"/> INTRODUCTION TO COMPUTING ITEC 1001	4	<input type="checkbox"/> U.S. HISTORY HIST 2111 OR 2112	3		
<input type="checkbox"/> HISTORY HIST 1111, 1112, 1121, 1122, 2111, or 2112 (take one of these courses not already completed)	3	<input type="checkbox"/> HUMANITIES / FINE ARTS 2 RELN 1100 / GEOG 1101 / 2000-LEVEL FOREIGN LANGUAGE	3		
<input type="checkbox"/> AMERICAN GOVERNMENT POLS1101	3	<input type="checkbox"/> PRINCIPLES OF MICROECONOMICS ECON 2106	3		
TOTAL	16	TOTAL	16		
RUNNING TOTAL	16	RUNNING TOTAL	32		
SOPHOMORE FALL		SOPHOMORE SPRING		SOPHOMORE SUMMER	
<input type="checkbox"/> NATURAL SCIENCE 2 PSCI 1102, BIOL 1102, or CHEM 1152K	3	<input type="checkbox"/> SOCIAL SCIENCE PSYC 1102/SOCI 1101/ANTH 1102	3	FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> ITEC (AREA D) ITEC 2110 or 2120	4	<input type="checkbox"/> HUMANITIES / FINE ARTS 1 MUSC 1100 / ARTS 1100 / ENGL 21XX / FILM 1005	3	GET AN INTERNSHIP	
<input type="checkbox"/> COMM IN THE BUS. ENVIRONMENT BUSA 2105	3	<input type="checkbox"/> PRINCIPLES OF MACROECONOMICS ECON 2105	3	PLAN TO STUDY ABROAD NEXT SUMMER	
<input type="checkbox"/> LEGAL ENV. OF BUSINESS BUSA 2106	3	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT MGMT 3000	3		
<input type="checkbox"/> INTRO TO FINANCIAL ACCOUNTING ACCT 2101	3	<input type="checkbox"/> INTRO TO MANAGERIAL ACCOUNTING ACCT 2102	3		
		<input type="checkbox"/> CHOICES FOR LIFE PHED 1101	1		
TOTAL	16	TOTAL	16		
RUNNING TOTAL	48	RUNNING TOTAL	64		
JUNIOR FALL		JUNIOR SPRING		JUNIOR SUMMER	
<input type="checkbox"/> FINANCIAL MANAGEMENT FINA 3000	3	<input type="checkbox"/> QUANTITATIVE ANALYSIS OF BUSINESS BUSA 3000	3	FIND A VOLUNTEER SERVICE OPPORTUNITY	
<input type="checkbox"/> BUSINESS STATISTICS BUSA 2000	3	<input type="checkbox"/> GLOBAL BUSINESS BUSA 3200	3	GET A SECOND INTERNSHIP	
<input type="checkbox"/> MGMT INFORMATION SYSTEMS BUSA 3100	3	<input type="checkbox"/> CONSUMER BEHAVIOR @ MKTG 3050	3	STUDY ABROAD	
<input type="checkbox"/> HUMAN RESOURCE MGMT MGMT 3040	3	<input type="checkbox"/> MARKETING RESEARCH @ MKTG 4025	3		
<input type="checkbox"/> PRINCIPLES OF MARKETING MKTG 3000	3	<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 3XXXX, 4XXX	3		
TOTAL	15	TOTAL	15		
RUNNING TOTAL	79	RUNNING TOTAL	94		
SENIOR FALL		SENIOR SPRING		Graduation in May! Concentration in Marketing @ Required course for MKTG Concentration	
<input type="checkbox"/> ORGANIZATIONAL BEHAVIOR MGMT 4100	3	<input type="checkbox"/> STRATEGIC MANAGEMENT (CAPSTONE) MGMT 4700	3		
<input type="checkbox"/> ETHICS & CORP SOCIAL RESPON. MGMT 3400	3	<input type="checkbox"/> GENERAL ELECTIVE Any 2000 / 3000 / 4000 GGC Course	3		
<input type="checkbox"/> OPERATIONS MANAGEMENT MGMT 4600	3	<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 3XXXX, 4XXX	3		
<input type="checkbox"/> INTERNATIONAL MARKETING@ MKTG 4400	3	<input type="checkbox"/> BUSINESS ELECTIVE @ 3XXX, 4XXX	3		
<input type="checkbox"/> MARKETING ELECTIVE @ MKTG 3XXXX, 4XXX	3	<input type="checkbox"/> PHYSICAL EDUCATION Any PHED except 1101	1		
<input type="checkbox"/> PHYSICAL EDUCATION Any PHED except 1101	1				
TOTAL	16	TOTAL	13		
RUNNING TOTAL	110	RUNNING TOTAL	123		

This map is not a substitute for academic advisement—contact your advisor if you have any questions about scheduling or about your degree requirements. Also see the current undergraduate catalog for a complete list of requirements, electives, and pre-requisites. *Note: Requirements are continually under revision, and there is no guarantee they will not be changed or revoked; contact the department and/or program area for current information. Specific summer courses may not be offered as planned. Created based on the GGC Concentration requirements.*