

Degree Map for Bachelor of Science in

Marketing

College of Arts & Sciences

Fort Valley State University

TOTAL NUMBER OF HOURS REQUIRED FOR DEGREE IS 124

Freshman Year

Fall Semester	Credit Hours	Spring Semester	Credit Hours
ENGL 1101 – Composition I	3	ENGL 1102 – Composition II	3
MATH 1111 – College Algebra	3	COMM 1110 – Public Speaking	3
BUSA 1911 – Leadership Development I	1	BUSA 1921 – Leadership Development II	1
FVSU 0100 – Intro to the University	1	POLS 1101 – American Government	3
HIST 1111 OR HIST 1112 – World Civilization I OR II	3	MATH 1150 OR MATH 1154 – Calculus for Business OR Calculus	4
PHIL 2010 OR PHIL 2030 – Introduction to Philosophy OR Ethics	3	HIST 2111 OR 2112 – US History I OR II	3
SEMESTER TOTAL	15	SEMESTER TOTAL	17
Milestones		*Milestones*	
<ul style="list-style-type: none"> • Must complete all core courses with a C or better • Earn a cumulative GPA of 2.50 or better • Must pass Math 1111 with a D or better 		<ul style="list-style-type: none"> • Must complete all core courses with a C or better • Earn a cumulative GPA of 2.50 or better 	

Sophomore Year

Fall Semester	Credit Hours	Spring Semester	Credit Hours
ENGL 2111 OR 2112 – World Literature I OR II	3	ECON 2106 – Principles of Microeconomics	3
BIOL 1105 – Environmental Science OR GEOG 1230 – Introduction to Physical Geography OR PHSC 1101 – Physical Science I	3	BIOL 1104K – Introductory Biology OR BIOL 1107K – Principles of Biology I OR BIOL 1108K – Principles of Biology II OR BOTN 2001K – General Botany OR CHEM 1101K – Introductory Chemistry I OR CHEM 1102K – Introductory Chemistry II OR CHEM 1211K – Principles of Chemistry I OR CHEM 1212K – Principles of Chemistry II OR GEOL 1121 – Physical Geology OR GEOL 1122 – Earth History OR PHYS 1111 – Introductory Physics I OR ZOOL 2201K – Human Anatomy & Physiology I (See note below)	4*
ACCT 2101 – Principles of Financial Accounting	3	BUSA 2105 – Communicating in the Business Environment	3
ECON 2105 – Principles of Macroeconomics	3	ACCT 2102 – Principles of Managerial Accounting	3
BUSA 2503 – Business Information Systems	3	PSYC 1101 – General Psychology OR SOCI 1101 – Introduction to Sociology OR GEOG 1231 – World Regional Geography	3
PEDW/MILS – Physical Activities OR Military Science	1		
SEMESTER TOTAL	16	SEMESTER TOTAL	16
Milestones		*Milestones*	
<ul style="list-style-type: none"> • Must complete all core courses with a C or better • Earn a cumulative GPA of 2.50 or better 		<ul style="list-style-type: none"> • 4 hour Science course must include a lab • Must complete all core courses with a C or better • Earn a cumulative GPA of 2.50 or better 	

Junior Year

Fall Semester	Credit Hours		Spring Semester	Credit Hours
MKTG 3103 – Principles of Marketing	3		MKTG 3103 – Principles of Marketing	3
BUSA 3313 – Legal and Ethical Environments or Business Law	3		BUSA 3203 – Quantitative Methods	3
BUSA 3213 – Statistics for Business & Economics	3		BLOG 3133 – Business Logistics	3
BUSA 3103 – Financial Management	3		MKTG 4103 – Marketing Communications	3
MNGT 3303 – Operations and Production Management	3		MKTG 4123 – International Marketing	3
SEMESTER TOTAL	15		SEMESTER TOTAL	15
Milestones			*Milestones*	
<ul style="list-style-type: none"> • Must complete all coursework with a C or better 			<ul style="list-style-type: none"> • Must complete all coursework with a C or better 	

Senior Year

Fall Semester	Credit Hours		Spring Semester	Credit Hours
MKTG 4113 – Marketing Research	3		MKTG 4253 – Marketing Management	3
MKTG 3113 – Consumer Behavior	3		MKTG 4393 – Strategic Management	3
MKTG Marketing Elective	3		MKTG Marketing Elective	3
Restrictive Upper Level BUSA Elective	3		Restrictive Upper Level BUSA Elective	3
Free Elective	3		BUSA 4120 – Internship	3
SEMESTER TOTAL	15		SEMESTER TOTAL	15
Milestones			*Milestones*	
<ul style="list-style-type: none"> • Must complete all coursework with a C or better 			<ul style="list-style-type: none"> • Must complete all coursework with a C or better 	

Revised by University College – May 2018