

**BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION
INTEGRATED MARKETING**

GSU 100 The First Year Experience **0 hours**

All degree seeking students are required to take GSU 100 during their first semester.

General Education Requirements **30 hours**

Students must complete ECON 201 and MATH 115 as part of the General Education requirements.

Business Administration Core **39 hours**

ACCT	231	Principles of Accounting I	3
ACCT	232	Principles of Accounting II	3
BUSN	100	Introduction to Business	3
BUSN	193	Applied Business Communications	3
BUSN	225	Business Ethics	3
BUSN	230	Quantitative Business Analysis	3
BUSN	270	Business Law I	3
BUSN	293	Professional Business Seminar	3
CSCI	101	Computing Concepts	3
CSCI	260	Management Information Systems	3
ECON	201	Principles of Microeconomics	
ECON	202	Principles of Macroeconomics	3
MATH	115	College Algebra	
MGMT	201	Principles of Management	3
MRKT	201	Principles of Marketing	3

Integrated Marketing Major **45 hours**

ART	280	Graphic Design & Illustration I (OR)	
MRKT	203	Introduction to Graphic Design	3
BUSN	493	Strategic Management and Planning	3
FINC	321	Business Finance	3
MGMT	301	Project Management	3
MRKT	202	Principles of Retailing	3
MRKT	379	Advertising and Sales Promotion	3
MRKT	385	Global and Multicultural Marketing	3
MRKT	388	Emerging Media and the Market	3
MRKT	390	Consumer Behavior	3
MRKT	417	Brand Equity Management	3
MRKT	478	Marketing Research and Analysis	3
MRKT	495	Senior Seminar	3
Restricted Electives (select three of the following):			9

Courses required for the BSBA Core and selected major will not fulfill this requirement.

ART	380	Graphic Design & Illustration II	3
ACCT		Any 300-499 Course	
BUSN		Any 300-499 Course	
CSCI		Any 300-499 Course	
MGMT		Any 300-499 Course	
MRKT	497	Internship	3
NPLM		Any 300-499 Course	
SMGT		Any 300-499 Course	
STAT	361	Introduction to Statistical Analysis	3

General Electives **6 hours**

Total minimum hours required for degree **120 hours**

GATEWAY ASSESSMENT - BUSINESS 100 & 193

CAPSTONE ASSESSMENT - BUSINESS 493

Suggested Career Paths:

Advertising

ART	270	Digital Media
ART	380	Graphic Design & Illustration II

Social & Digital Media

ART	270	Digital Media
BUSN	430	Data Analytics
MATH	256	Probability & Statistics I (OR)
STAT	361	Introduction to Statistical Analysis

Nonprofit Marketing

NPLM	215	Principles & Practices of Fundraising
NPLM	301	Nonprofit Leadership & Management
NPLM	302	Grant Writing

Marketing Management

ACCT	337	Cost Accounting
MGMT	384	Human Resource Management
MGMT	402	Entrepreneurship
MGMT	484	Organizational Behavior

**BS: BUSINESS ADMINISTRATION
INTEGRATED MARKETING
SUGGESTED PLAN OF STUDY**

FIRST YEAR

BUSN 100	3	BUSN 193.....	3
BUSN 230.....	3	CSCI 101	3
CART 101.....	3	ENGL 102	3
ENGL 101.....	3	HIST 201, 202, 207, 208, (OR) POSC 203.....	3
GSU 100.....	0	MATH 115.....	3
MRKT 201.....	3	Total Hours - Spring Semester	15
Total Hours - Fall Semester	15		

SECOND YEAR

ACCT 231.....	3	ACCT 232	3
BUSN 225.....	3	BUSN 293.....	3
BUSN 270.....	3	CSCI 260	3
ECON 201	3	ENVR 101, SCNC 101, 102 (OR) 103.....	4
MGMT 201	3	MRKT 202.....	3
Total Hours - Fall Semester	15	Total Hours - Spring Semester	16

THIRD YEAR

ART 280 (OR) MRKT 203.....	3	ART 200 (OR) MUSC 200	2
ENGL 203, 204, 205 (OR) 206	3	ECON 202	3
MRKT 385.....	3	FINC 321.....	3
MRKT 388.....	3	MRKT 379.....	3
RESTRICTED ELECTIVES.....	3	MRKT 390	3
Total Hours - Fall Semester	15	RESTRICTED ELECTIVES.....	3
		Total Hours - Spring Semester	17

FOURTH YEAR

HIST 201, 202, 207, 208 (OR) POSC 203	3	BUSN 493.....	3
MGMT 301	3	MRKT 478.....	3
MRKT 417.....	3	MRKT 495.....	3
GENERAL ELECTIVES	3	GENERAL ELECTIVES	3
RESTRICTED ELECTIVES	3	Total Hours - Spring Semester	12
Total Hours - Fall Semester	15		