



Degree: Marketing - Four-Year Plan

These plans are meant to be used as guides for planning purposes only. The Geneva College Catalog lists official requirements students must satisfy before receiving a degree. Your academic advisor will help you create a plan that matches your academic history and goals.

rev 4/2024

YEAR 1					
FALL			SPRING		
		Credits			Credits
ACC 151	Principles of Accounting I	3	BIB 113	New Testament Introduction	3
BIB 112	Old Testament Introduction	3	BUS 115	Business Communications	3
BUS 110	Business Foundations	3	COM 101 or PHI 100	Principles of Communications or Critical Thinking	3
BUS 140	Introduction to Business Computing	3	HUM 103	Invitation to Humanities	3
ENG 101 or PHI 100	English Composition or Critical Thinking	3	SCS 110	Introduction to Natural Sciences	4
SSC 101	Learning & Transition	1			
Total		16	Total		16

YEAR 2					
FALL			SPRING		
		Credits			Credits
BUS 241	Business Analytics I	3	BUS 311	Business Law	3
BUS 310	Principles of Management	3	BUS 330	Principles of Finance	3
BUS 320	Principles of Marketing	3	HUM 303	Perspectives: Faith, Culture, Identity	3
ECO 211	Microeconomics	3	SOC	Group C	3
HUM 203	Making the West	3	Elective		3
Total			Total		

YEAR 3					
FALL			SPRING		
		Credits			Credits
BIB 300 or PHI 310	Biblical Worldview: Testing the Spirits of Our Age or Christian Understanding of Life	3	BUS 412 or	Creativity & Innovation or	3
BUS 344	Management of Information Systems	3	COM 205	Introduction to Public Relations	
BUS 420	Marketing Research	3	BUS 400	Biblical Management & Business Ethics	3
BUS 417 or BUS 413	Entrepreneurship or Value Proposition & Business Model	3	BUS 427	Digital Marketing	3
Elective		3	BIO, CHM, PHY, or SCS	Elective Science	3
			PED 103	Physical Education	1
Total		15	Elective		3
			Total		16

YEAR 4

FALL		
		Credits
BUS 410	Strategic Management	3
BUS 415	Operations Management	3
BUS 421	Advertising & Promotion	3
BUS 425	Consumer Behavior	3
Elective		3
Total		15

SPRING		
		Credits
BUS 422	Sales & Sales Management	3
BUS 424	International Marketing	3
BUS 428	Strategic Marketing Policy	3
POL 352	Great Issues in Politics	3
Elective		3
Total		15