Explore

HERE'S THE PLAN:

# General Education Objectives

These courses are required by the Idaho State Board of Education and ISU to make sure your college education is well-rounded. There may be several course options for some objectives; always check with your advisor to determine the right courses for you.

# College of Business Core

These are courses curated by the ISU College of Business to give students a basic

understanding of multiple areas of business. This enables you to understand how your chosen area of study fits into the larger world of business and more easily work

interdepartmentally.

# Major Requirements

These courses are required for your chosen major. They are more specific to your own academic interests and professional goals, and may investigate more

concentrated or area-specific subject matter.

GET IN TOUCH



(208) 282-3856

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921 S. 8th Avenue, Stop 8020

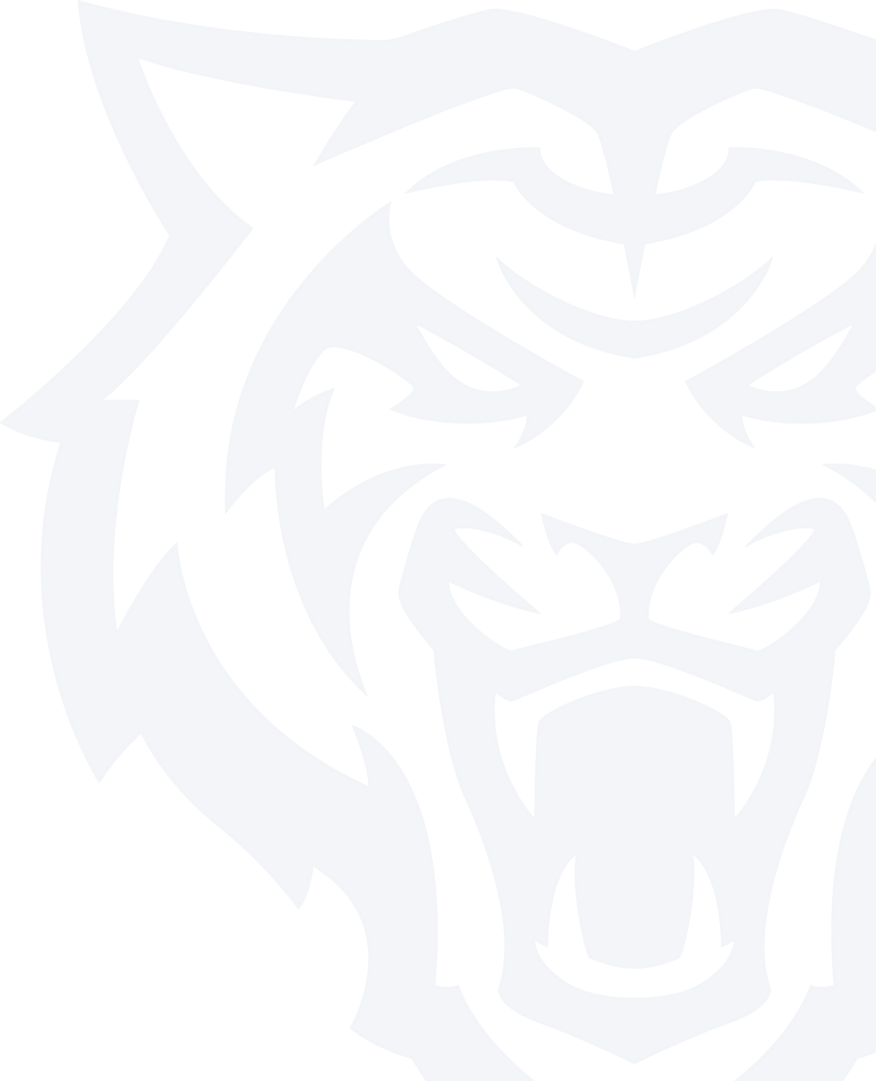
Pocatello, ID 83209

Idaho State University College of Business Idaho State University College of Business idahostateu\_cob

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Example Marketing Degree Plan



## Freshman Year

### FALL SEMESTER CR

**MGT 1101:** Introduction to Business 3

**GE Obj. 1** (ENGL 1101: Writing and Rhetoric I) 3

**GE Obj. 4** (i.e. ART 1100: Introduction to Art) 3

**GE Obj. 7** (FIN 1115: Personal Finance) 3

***OR* GE Obj. 8** (INFO 1101: Digital Info Literacy)

### SPRING SEMESTER CR

**GE Obj. 1** (ENGL 1102: Writing and Rhetoric II) 3

**GE Obj. 2** (COMM 1101: Oral Communication) 3

**GE Obj. 6** (i.e. ANTH 1100: Discover Anthropology 3

**MKTG 2225:** Basic Marketing Management 3

**GE Obj. 5** (i.e. BIOL 1101 & 1101L: Biology I 4

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Appropriate Math Course** | 3 |  | Lecture & Lab) |  |
| Total Credits | 15 |  | Total Credits | 16 |

Sophomore Year

FALL SEMESTER CR

**ACCT 2201:** Principles of Accounting I 3

**GE Obj. 4** (i.e. ENGL 1126: Art of Film I) 3

**GE Obj. 6** (ECON 2201: Principles of 3

Macroeconomics)

**GE Obj. 5** (i.e. GEOL 1100: The Dynamic Earth) 3

### SPRING SEMESTER CR

**ACCT 2202:** Principles of Accounting II 3

**ECON 2202:** Principles of Microeconomics 3

**MGT 2261:** Legal Environment of 3

Organizations

**GE Obj. 9** (i.e. ENGL 2212: Introduction to 3

Folklore)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Free Elective** | 3 |  | **Free Elective** | 3 |
| Total Credits | 15 |  | Total Credits | 15 |

## Junior Year

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FALL SEMESTER | CR |  | SPRING SEMESTER | CR |
| **MKTG 3310:** Prof Development & Personal Branding | 3 |  | **MGT 2217:** Advanced Business Statistics | 3 |
| **ENGL 3308:** Business Communication | 3 |  | **FIN 3315:** Corporate Financial Management | 3 |
| **MGT 3312:** Individual and Organizational Behavior | 3 |  | **MKTG 4426:** Marketing Research | 3 |
| **GE Obj. 3** (MGT 2216: Business Statistics) | 3 |  | **BA 3316:** Introduction to Data Analytics | 3 |
| **Free Elective** | 3 |  | **Upper Division College of Business Elective** | 3 |
| Total Credits | 15 |  | Total Credits | 15 |

Senior Year

### FALL SEMESTER

**MGT 3329:** Operations and Supply Chain Management

**MKTG 4427:** Consumer Behavior

**Upper Division College of Business Elective Upper Division Marketing Elective**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Upper Division ISU Elective** | 3 |  | **Free Elective** | 2 |
| Total Credits | 15 |  | Total Credits | 14 |

### CR SPRING SEMESTER CR

3 **MGT 4460:** Problems in Policy and Management 3

3 **College of Business Applied Education Requirement** 3

3 **Upper Division Marketing Elective** 3

3 **Upper Division ISU Elective** 3

This example degree plan is for demonstration purposes only. Always check with your advisor to determine which courses are right for you.