

The recommended four-year plan is designed to provide a blueprint for students to complete their degrees within four years. These plans include the recommended sequences of courses. Individual plans will vary based on previously earned credit such as Dual Enrollment and AP credit as well as student's academic goals. Students will work with an Academic Advisor to develop a more individualized plan to complete their degree.

The GC Journeys Program will transform your way of thinking and experiencing college. By participating in five inside and outside the classroom transformative experiences during your time at Georgia College, you will step outside of your usual surroundings, gain authentic experiences, solve problems, become a leader, participate in real-world settings and put ideas into action.

All students will complete the First-Year Experience, Career Planning Milestones, and a Capstone course in your major. Students will choose two additional experiences from: Intensive Leadership Experiences, Mentored Undergraduate Research, Community-Based Engaged Learning, Internships, and Study Abroad/Study Away.

This recommended Four-Year Plan is applicable to students admitted during the 2022-2023 academic year.

Total Credits Required: 120 credits

Required GPA for Graduation: 2.0 institutional

Courses requiring a C or better are denoted with an asterisk (*). Courses that require a grade of C or better as a pre-requisite to another course are denoted with a double asterisk (**).

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Year 1										
Fall					Spring					
Course	Title	Hours	Area	✓	Course	Title	Hours	Area	✓	
BIDS 1705	First-Year Seminar	1	FYE		ENGL 1102**	English Composition II (pre-req to BCOM 2285)	3	A		
ENGL 1101**	English Composition I (pre-req to ENGL 1102)	3	A		ECON 2105	Principles of Macroeconomics	3	F		
ECON 2106**	Principles of Microeconomics (pre-req to MKTG 3161 and FINC 3131)	3	F		CBIS 2220**	Principles of Info Systems (pre-req/co-req to MGMT 3101)	3	F		
GC1Y 1000	Critical Thinking	3	B		Area C2	Fine Arts of Choice	3	C		
CSCI 1000	Intro to Computers (pre-req to CBIS 2220)	3	F		Area E	Social Science Choice I	3	E		
Area A Math**	Math (student's choice) (pre-req to MATH 1401)	3	D							
Semester Hours		16			Semester Hours		15			
Summer	Take a break this summer to re-energize and reflect on your first year at Georgia College.									
Notes:	Area A and GC1Y 1000 must be completed by 30 earned hours. First-Year Seminar does not count toward 120 hours required for graduation.									
Year 2										
Fall					Spring					
Course	Title	Hours	Area	✓	Course	Title	Hours	Area	✓	
ACCT 2101**	Accounting Principles I (pre-req to ACCT 2102)	3	F		ACCT 2102**	Accounting Principles II (pre-req to FINC 3131)	3	F		
Math 1401**	Elementary Statistics (pre-req to MGMT 3101)	3	D		MKTG 3161**	Principles of Marketing (pre-req to 3000/4000 level MKTG courses)	3	BBA		
GC2Y 2000	Global Perspectives	4	B		BCOM 2285**	Business Comm and Reports (pre-req to MGMT 3141)	3	F		
Area E	Social Science Choice II	3	E		Area C	Humanities & Ethics of Choice	3	C		
Area D	CSCI 1200 or GEOG 2100	1	D		Area D	Science with Lab	4	D		
Semester Hours		14			Semester Hours		16			
Notes:	GC2Y 2000 must be taken between 30-59 earned hours. MKTG 3161 is a pre-req for all 3000/4000 level marketing courses Build or enhance your Leadership skills: Explore our Leadership Programs or get involved with a RSO (Registered Student Organization).									

Year 3									
Fall					Spring				
Course	Title	Hours	Area	✓	Course	Title	Hours	Area	✓
MGMT 3141**	Principles of Management (pre-req to non-quantitative MGMT courses and MGMT 4195)	3	BBA		FINC 3131**	Business Finance I (pre-req to MGMT 4195)	3	BBA	
MGMT 3101**	Applied Business Statistics (pre-req to MGMT 3165 and MKTG 4161)	3	BBA		MKTG 4161**	Marketing Research (pre-req to MKTG 4198)	3	Major	
MKTG 3162**	Consumer Behavior (pre-req to MKTG 4198)	3	Major		LENB 3135	Legal Environment of Business	3	BBA	
BUAD 2172	Business Ethics	3	BBA		MKTG Elec*	MKTG Elec 3000/4000 level (MKTG 3170 can be taken to satisfy a Sales Concentration course and MKTG elective)	3	Major	
Area E	Social Science Choice III	3	E		General Elec	Any 1000/4000 level elective (course can satisfy a minor, or concentration requirement)	3	Elec	
Semester Hours		15			Semester Hours		15		
Summer	MKTG 4605: Internship (not mandatory but strongly encouraged) or Study Abroad.								
Notes:	Students are encouraged to choose a concentration of Sales, Logistics & Transportation, and/or Human Resource Management. Courses used to satisfy concentrations can also be used to satisfy major elective requirements. See catalog for specific coursework needed for concentrations.								

[2022-2023 Catalog](#)

[BBA Marketing Requirements](#)

Year 4									
Fall					Spring				
Course	Title	Hours	Area	✓	Course	Title	Hours	Area	✓
MGMT 3165**	Operations & Sup Chain Mgmt (pre-req to MGMT 4195)	3	BBA		MGMT 4195	Strategic Management	3	BBA	
MKTG 4166**	Adverstising and Comm (pre-req to MKTG 4198)	3	Major		MKTG 4198*	Strategic Marketing	3	Major	
Int'L Bus Elec	MKTG 4175 (recommended)	3	BBA		Bus Elec*	Any 3000/4000 level Bus elective (courses can be used to satisfy concentration and Bus elective requirements)	3	Major	
MKTG Elec*	MKTG Elec 3000/4000 level (MKTG 4164 can be used to satisfy Sales concentration and MKTG elective)	3	Major		General Elec	Any 1000/4000 level elective (course can satisfy a minor or concentration requirement)	3	Elec	
Bus Elec*	Any 3000/4000 lev Bus elective (courses can be used to satisfy concentration and Bus elective requirements)	3	Major		General Elec	Any 1000/4000 level elective (course can satisfy a minor or concentration requirement)	3	Elec	
Semester Hours		15			Semester Hours		15		
Notes:	Register for your Senior Exit Exam during the semester you take MGMT 4195.								

Legend

Area	This section of the plan references the area of the curriculum the course fulfills.
A	Core Area A: Communication and Quantitative Skills
B	Core Area B: Institutional Options
C	Core Area C: Humanities and Fine Arts
D	Core Area D: Science, Technology, and Math
E	Core Area E: Social Sciences
F	Core Area F: Major Directed Core
Major	Major Required Course
BBA	Business CORE
Elective (Elec)	Course(s) a student selects. Hours are needed to meet overall graduation hours. Number of electives varies per major. Electives can be used towards GC Journeys, minors, concentrations, certificates, professional/graduate school pre-requisites or to take courses of interest.
*	Requires a grade of C or better
**	Requires a grade of C or better as a pre-req to another course

