

This example plan is designed to provide a blueprint for students to complete their degrees within four years. It includes recommended sequences of courses. Individual plans will vary based on previously earned credit, such as Dual Enrollment and AP credit, as well as the student's academic goals. Students will work with an academic advisor to develop a more individualized plan to complete their degree.

This example four-year plan is applicable to students admitted during the 2023–24 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 (\*).

Legend is available on the last page of this document.

Year 1							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
BIDS 1705	First-Year Academic Seminar	1		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 Information Systems (pre-req/co-req to MGMT 3101)	3	F
GC1Y 1000	Critical Thinking (pre-req to GC2Y 2000)	3	B	Core Area C	Fine Arts (student's choice)	3	C
CSCI 1000	Intro to Computer Science & Apps (pre-req to CBIS 2220)	3	D	Core Area E	Social Science (student's choice)	3	E
Core Area A*	Math (student's choice) (pre-req to MATH 1401)	3	A				
<b>Semester Hours</b>		<b>16</b>		<b>Semester Hours</b>		<b>15</b>	
<b>Summer</b>	Take a break this summer to re-energize and reflect on your first year at Georgia College.						
<b>Notes:</b>	Area A and GC1Y 1000 must be completed by 30 earned hours. First-Year Seminar is a graduation requirement and impacts a student's GPA; however, it does not count toward the minimum of 120 semester hours required for a degree.						

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 all 3000- and 4000-level MKTG courses)	3	BBA
GC2Y 2000	Global Perspectives	4	B	BCOM 2285*	Professional Writing & AI Prompting (pre-req to MGMT 3141)	3	F
Core Area E	Social Science (student's choice)	3	E	Core Area C	Humanities and Ethics (student's choice)	3	C
CSCI 1200 or GEOG 2100	Current Topics in Computers & IT or Intro to Geospatial Science	1	D	Core Area D	Science with Lab (student's choice)	4	D
<b>Semester Hours</b>		<b>14</b>		<b>Semester Hours</b>		<b>16</b>	
<b>Notes:</b>	GC2Y 2000 must be taken between 30–59 earned hours. 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 MGMT 3165, LOGS 3180, and MGMT 4195)	3	BBA	FINC 3131*	Business Finance I (pre-req to MGMT 4195, recommended before MGMT 3165)	3	BBA
MGMT 3101*	Applied Business Statistics (pre-req to MKTG 4161 and MGMT 3165)	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 Elective*	3000- or 4000-level MKTG elective	3	Major
Core Area E	Social Science (student's choice)	3	E	Gen Elective	Any general elective course	3	Elective
<b>Semester Hours</b>		<b>15</b>		<b>Semester Hours</b>		<b>15</b>	
<b>Summer</b>	MKTG 4605: Internship (not mandatory but strongly encouraged) or Study Abroad.						
<b>Notes:</b>	<p>Students are encouraged to choose a concentration of Sales, Logistics &amp; Transportation, and/or Human Resource Management. See catalog for details.</p> <p>Courses used to satisfy concentrations can also be used to satisfy major elective requirements.</p> <p>General electives can be in any discipline and any level (1000–4999).</p>						

Year 4							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
MGMT 3165* or LOGS 3180*	Operations Quality and Supply Chain Management or Business Logistics and Supply Chain Management (pre-req to MGMT 4195)	3	BBA	MGMT 4195*	Strategic Management	3	BBA
MKTG 4166*	Advertising and Communication (pre-req to MKTG 4198)	3	Major	MKTG 4198*	Strategic Marketing	3	Major
MKTG 4175*	International Marketing Strategies	3	BBA	Bus Elective*	3000- or 4000-level business course	3	Major
MKTG Elective*	3000- or 4000-level MKTG elective	3	Major	Gen Elective	Any general elective course	3	Elective
Bus Elective*	3000- or 4000-level business course	3	Major	Gen Elective	Any general elective course	3	Elective
<b>Semester Hours</b>		<b>15</b>		<b>Semester Hours</b>		<b>15</b>	
<b>Notes:</b>	<p>Any international business course can be substituted for MKTG 4175. See catalog for details.            Register for your Senior Exit Exam during the semester you take MGMT 4195.            Courses used to satisfy concentrations can also be used to satisfy major elective requirements.            Business electives can be in any business field (e.g., ACCT, CBIS, ECON, FINC, LOGS, MGMT, MKTG).            General electives can be in any discipline and any level (1000–4999).</p>						

Legend	
Area	This section of the plan references the area of the curriculum the course fulfills.
A	Core Area A: Essential Skills
B	Core Area B: Institutional Options
C	Core Area C: Humanities, Ethics, and Fine Arts
D	Core Area D: Science, Technology, and Math
E	Core Area E: Social Sciences
F	Core Area F: Major Directed Core Requirements
BBA	Business Degree Requirements
Major	Marketing Major Requirements
Elective	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, or professional/graduate school pre-requisites, or to take courses of interest.