

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 2024–25 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		GC1Y 1000	Critical Thinking (student’s choice) (pre-req to GC2Y 2000)	3	Core
ENGL 1101*	English Composition I (pre-req to ENGL 1102)	3	Core	ENGL 1102	English Composition II (pre-req to BCOM 2285)	3	Core
ECON 2106*	Principles of Microeconomics (pre-req to MKTG 3161 and FINC 3131)	3	Core + Field	ECON 2105*	Principles of Macroeconomics	3	Field
Core Math*	Math (student’s choice) (pre-req to MATH 1401)	3	Core	CSCI 1000	Intro to Computer Science & Apps (pre-req to CBIS 2220)	3	Core + Field
Core Art	Fine Arts (student’s choice)	3	Core	Core Science	Science with Lab (student’s choice)	4	Core
POLS 1101	American Government	3	Core				
Total Semester Hours:		16		Total Semester Hours:		16	
Summer	Take a break this summer to re-energize and reflect on your first year at Georgia College.						
Notes:	ENGL 1101, ENGL 1102, Core Math, 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
GC2Y 2000	Global Perspectives (student's choice)	4	Core	MKTG 3161*	Principles of Marketing (pre-req to most 3000- and 4000-level MKTG courses)	3	Business
MATH 1401*	Elementary Statistics (pre-req to MGMT 3101)	3	Core + Field	MGMT 3101*	Applied Business Statistics (pre-req to MKTG 4161, LOGS 3180, and MGMT 3165)	3	Business
CBIS 2220*	Principles of Information Systems (pre-req/co-req to MGMT 3101)	3	Field	BCOM 2285*	Professional Writing & AI Prompting (pre-req to MGMT 3141)	3	Field
HIST 2111 or HIST 2112	The United States to 1877 or The United States Since 1877	3	Core	BUAD 2172	Business Ethics	3	Business
GEOG 2100 or CSCI 1200	Intro to Geospatial Science or Current Topics in Computers & IT	1	Core	Core Humanities	Humanities and Ethics (student's choice)	3	Core
Total Semester Hours:		14		Total Semester Hours:		15	
Notes:	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
MKTG 3162*	Consumer Behavior (pre-req to MKTG 4198)	3	Major	LOGS 3180* or MGMT 3165*	Business Logistics and Supply Chain Management or Operations Quality and Supply Chain Management (pre-req to MGMT 4195)	3	Business
MKTG 4161*	Marketing Research (pre-req to MKTG 4198)	3	Major	LENB 3135*	Legal Environment of Business	3	Business
ACCT 2101*	Accounting Principles I (pre-req to ACCT 2102)	3	Field	ACCT 2102*	Accounting Principles II (pre-req to FINC 3131)	3	Field
MGMT 3141*	Principles of Management (pre-req to MGMT 3165, LOGS 3180, and MGMT 4195)	3	Business	MKTG Elective*	3000- or 4000-level MKTG elective	3	Major
Gen Elective	Any general elective course	3	Elective	Gen Elective	Any general elective course	3	Elective
Total Semester Hours:		15		Total 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. See catalog for details. Courses used to satisfy concentrations can also be used to satisfy major elective requirements. General electives can be in any discipline and any level (1000–4999).						

Year 4							
Fall				Spring			
Course	Title	Hours	Area	Course	Title	Hours	Area
FINC 3131*	Business Finance I (pre-req to MGMT 4195)	3	Business	MGMT 4195*	Strategic Management	3	Business
MKTG 4166*	Advertising and Communication (pre-req to MKTG 4198)	3	Major	MKTG 4198*	Strategic Marketing	3	Major
MKTG 4175*	International Marketing Strategies	3	Business	Business 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
Business Elective*	3000- or 4000-level business course	3	Major	Gen Elective	Any general elective course	3	Elective
Total Semester Hours:		15		Total Semester Hours:		15	
Notes:	<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 subject (ACCT, BCOM, BUAD, CBIS, ECON, FINC, FTA, LENB, LOGS, MGMT, or 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.
Core	Core IMPACTS — coursework required for every student regardless of major, which includes the following areas: Institutional Priority (GC1Y 1000 and GC2Y 2000); Mathematics and Quantitative Skills ; Political Science and U.S. History ; Arts, Humanities, and Ethics ; Communicating in Writing ; Technology, Mathematics, and Sciences ; and Social Sciences .
Field	Core Field of Study and Major Prerequisite courses, part of each major's requirements. These courses prepare students for further study in their chosen major field. Field of Study courses are specific to each major program.
Business	Common Business Knowledge requirements — coursework for all Bachelor of Business Administration (B.B.A.) degrees
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.