



Four-Year Plan

BS in Business Administration Emphasis in Marketing

This academic plan is valid beginning with the Spring 17 Catalog and is subject to change. The academic plan is a recommendation only; your actual program may vary. Degree completion and the sequence of courses may depend upon transfer credits and placements in math and English upon entrance into the institution. See the current online catalog for a complete listing of academic policies, procedures, curriculum, prerequisites, and course descriptions catalog.concord.edu/

Freshman Year – First Semester	Credit Hours	Freshman Year – Second Semester	Credit Hours
GENERAL EDU COURSE OR BGEN 105	3	*SELECT COURSE FROM LIST 1	3
GENERAL ED COURSE	3	GENERAL ED COURSE	3
GENERAL ED COURSE	3	ENGL 102	3
ENGL 101	3	*GENERAL ED COURSE	2 or 3
#GENERAL ED COURSE	3	#GENERAL ED COURSE	3
UNIV 100	1	#The Math Gen Ed requirement should be taken during the first 30 hours.	
Semester Total:	16	Semester Total:	14 or 15

Sophomore Year – Third Semester	Credit Hours	Sophomore Year – Fourth Semester	Credit Hours
*SELECT COURSE FROM LIST 1	3	*SELECT COURSE FROM LIST 1	3
*SELECT COURSE FROM LIST 1	3	*SELECT COURSE FROM LIST 1	3
*SELECT COURSE FROM LIST 1	3	*SELECT COURSE FROM LIST 1	3
*SELECT COURSE FROM LIST 1	3	GENERAL ED COURSE OR ELECTIVE	3
GENERAL ED COURSE	4	GENERAL ED COURSE OR ELECTIVE	3
Semester Total:	16	Semester Total:	15

Junior Year – Fifth Semester	Credit Hours	Junior Year – Sixth Semester	Credit Hours
MKT 340	3	MKT 320	3
**SELECT COURSE FROM LIST 2	3	MKT 316	3
**SELECT COURSE FROM LIST 2	3	GENERAL ELECTIVE	3
**SELECT COURSE FROM LIST 2	3	GENERAL ELECTIVE	3
GENERAL ELECTIVE	3	**SELECT COURSE FROM LIST 2	3
Semester Total:	15	Semester Total:	15

Senior Year – Seventh Semester	Credit Hours	Senior Year – Eighth Semester	Credit Hours
MKT 406	3	MKT 445	3
MARKETING ELECTIVE	3	***SELECT COURSE FROM LIST 3	3
**SELECT COURSE FROM LIST 2	3	MARKETING ELECTIVE	3
***SELECT COURSE FROM LIST 3	3	GENERAL ELECTIVE	3
GENERAL ELECTIVE	3	GENERAL ELECTIVE	1
Semester Total:	15	Semester Total:	13

When selecting courses from List 1, 2, or 3 ensure you have completed the prerequisite (s).

***LIST 1**

- BGEN 205 (Gen Ed)
- BGEN 222
- ECON 201 (Gen Ed)
- ECON 202
- ACCT 205
- ACCT 206
- BGEN 202
- MKT 305

****LIST 2**

- BGEN 301
- BGEN 335
- FIN 311
- MGT 305

*****LIST 3**

- BGEN 440
- MGT 460
- MGT 430

Comments:
