



SAMPLE FOUR-YEAR PLAN FOR MARKETING

Updated: November 2011

Note: Students must earn a cumulative grade point average of 2.00 or better in all accounting (L.ACC), business (L.BUS), and L.CIT courses. Students must complete a minimum of 12 credits of upper level courses in the major (beyond the core and supporting courses) at Loras College, including the capstone course.

JANUARY TERM

Students admitted Fall 2007 or later are required to complete a minimum of two January terms.

Transfer students who transfer in 40 credits or more are required to complete at least one January term.

CR

General Elective

3

General Elective

3

FIRST YEAR FALL SEMESTER

Title

CR

FIRST YEAR SPRING SEMESTER

Title

CR

LIB 100 Modes of Inquiry

3

Catholic tradition (LIB 130 or 135) or General Elective

3

Math Modeling (MAT 113 or 117 or 124 or 150 or 170) or
CIT 110 Computing & Info Tech Basics

3-4

Math Modeling (MAT 113 or 117 or 124 or 150 or 170) or
CIT 110 Computing & Info Tech Basics

3-4

Writing Requirement (LIB 105 or ENG 111) or Speaking
requirement (LIB 110)

3

Writing Requirement (LIB 105 or ENG 111) or Speaking requirement
(LIB 110)

3

ECO 221 Microeconomics or ECO 222 Macroeconomics

3

ECO 221 Microeconomics or ECO 222 Macroeconomics

3

General Elective

3

General Elective

3

SOPHOMORE YEAR FALL SEMESTER

Title

CR

SOPHOMORE YEAR SPRING SEMESTER

Title

CR

ACC 225 Princ of Accounting I

3

ACC 226 Princ of Accounting II

3

BUS 240 Marketing or BUS 230 Princ of Management

3

BUS 230 Princ of Management or BUS 240 Marketing

3

LIB 220 Democracy & Global Diversity or Catholic tradition
(LIB 130 or 135)

3

Advanced General Education

3-4

General Elective (CIT 322/323/324 Web Publishing, I, II, III
suggested)

3

Catholic tradition (LIB 130 or 135) or General Elective

3

General Elective

3

General Elective

3

JUNIOR YEAR FALL SEMESTER

Title

CR

JUNIOR YEAR SPRING SEMESTER

Title

CR

BUS 250 Business Statistics or BUS 317 Business Law

3

BUS 250 Business Statistics or BUS 317 Business Law I

3

BUS 350 Princ of Finance

3

COM 330 Business Speaking & Writing

3

Advanced General Education Cluster

6-7

BUS 343 Marketing Management

3

Marketing Elective

3

Marketing Elective

3

Advanced General Education

3-4

LIB 305 General Education Portfolio

1

SENIOR YEAR FALL SEMESTER

Title

CR

SENIOR YEAR SPRING SEMESTER

Title

CR

BUS 447 Marketing Research

3

BUS 490 Business Seminar (Capstone)

3

Advanced General Education

3-4

General Electives

12

General Electives

9