

Davis & Elkins College™

Division of Business & Entrepreneurship BS Four-Year Degree Plan (Marketing)

This is a model four-year graduation plan. Your path to graduation may vary based on factors such as college credit you earned while in high school, your choice of general education electives, availability of courses, and your placement in English and mathematics.

This degree program can be completed in eight semesters. Check out the [course rotations](#) before scheduling your classes. Visit with your adviser to develop a plan that is right for you.

The following degree plan is based on the general education program instituted in Fall 2015. For the previous general education requirements, please access the appropriate catalog.

Year 1

Fall		Winter		Spring	
Course	Credits	Course	Credits	Course	Credits
ACCT 111 Principles I	3	GES 175 First-year Symposium	3	ACCT 112 Principles II	3
HIST 103 US History I or 105 History of Civilization I	3			ECON 105 Macroeconomics	3
BUSI 101 Intro to Business	3			MRKT 201 Principles of Marketing	3
GES 105 First Year Seminar	3			MATH 193 College Algebra	3
ENGL 101A College Writing I	3			Literature	3
Total	15		3		15

Year 2

Fall		Winter		Spring	
Course	Credits	Course	Credits	Course	Credits
MGMT 101 Innovation and Creativity	3			BUSI 200 Business Communication and Culture	3
BUSI 220 Business Law I	3			BUSI 205 Research Methods for Business	3
BUSI 203 Business Ethics	3			ECON 106 Micro Economics	3
PHED 102 Wellness Education	1			MRKT 325 Marketing Communications	3
MGMT 201 Principles of Management	3			ENGL 102A College Writing II	3
COMM 100 level Communication	3				
Total	16				15

Year 3

Fall		Winter		Spring	
Course	Credits	Course	Credits	Course	Credits
FINC 230 Personal Finance	3			FINC 300 Finance	3
Natural Science and Lab	4			Elective	3
MGMT 393 Entrepreneurship	3			BUSI 399 Independent Study	3
MRKT 306A Business to Business Sales	3			PHED 103 Physical Education	1
MRKT 330 Supply Chain Management	3			MRKT 335 Consumer Behavior	3
				Social Science Gen Ed	3
Total	16				16

Year 4

Fall		Winter		Spring	
Course	Credits	Course	Credits	Course	Credits
BUSI 394A Internship	3			BUSI 405 Business Strategies	3
RELG/PHL	3			ELECTIVE	3
Fine Arts Gen Ed	3			MRKT 491 Marketing Research	3
ELECTIVE	3			MGMT 432 Management Science	3
ELECTIVE	3			ELECTIVE	3
Total	15				15

Notes:

This plan is not a contract curriculum and can change.

If you do not take any optional winter term classes, and you elect to take the lowest recommended number of credits each semester, you will not have enough credits to graduate in four years. You need a total of 124 credits, not including FND courses.