



YOUR SUGGESTED COURSE MAP

*From Associate of Science, General Studies –
Concentration in Business to Athens State
University's Bachelor of Science in
Marketing & Analytics*

Associate of Science General Studies, Business Concentration			
Course Prefix		Course Description	Credit Hours
	ORI 110	Freshman Seminar	1
AREA I	ENG 101	English Composition I	3
	ENG 102	English Composition II	3
AREA II	ART, MUS, THR	Fine Arts Elective	3
	ENG*	Literature Elective*	3
	PHL, SPA, REL, etc.	Humanities Elective	3
	PHL, SPA, REL, etc.	Humanities Elective (or second Literature Elective)	3
AREA III	MTH 110 or MTH 112	Finite Mathematics or Precalculus Algebra	3
	BIO, PHS, GLY, CHM, etc.	Natural Science Elective I	4
	BIO, PHS, GLY, CHM, etc.	Natural Science Elective II	4
AREA IV	ECO 231	Principles of Macroeconomics	3
	ECO 232	Principles of Microeconomics	3
	HIS*	History Elective*	3
	HIS, PSY, SOC, GEO, etc.	Social Science Elective (or second History Elective)	3
AREA V	BUS 241	Principles of Accounting I	3
	BUS 242	Principles of Accounting II	3
	BUS 263	Legal and Social Environment of Business	3
	BUS 271	Business Statistics I	3
	BUS 272	Business Statistics II	3
	BUS 215, 275, or 285**	Business Elective**	3
	CIS 146	Computer Applications	3

*A course sequence in either literature or history is required.

**Business elective courses are particular to each individual transfer institution. Students uncertain about their transfer institution should consult their Calhoun advisor for appropriate elective course selection.

www.calhoun.edu | 6250 Hwy. 31 North Tanner, AL 35671 | 1-800-626-3628
102 Wynn Dr. NW Huntsville, AL 35805



Bachelor of Science in Marketing & Analytics

Full Time	Course Prefix	Course Description	Credit Hours
Semester 1	MG 302 ²	Management Information Systems	3
	MG 320 ¹	Organizational Communication (<i>unless BUS 215 is completed at Calhoun in which case, ELECTIVE as needed</i>)	3
	MG 346 ²	Principles of Management and Leadership ² (<i>unless BUS 275 is completed at Calhoun in which case, ELECTIVE as needed</i>)	3
	MK 331	Marketing Principles (<i>unless BUS 285 is completed at Calhoun in which case, ELECTIVE as needed</i>)	3
	UNV 300BU ²	Pathways to Success - BU	3
Semester 2	MK 335 or 336	Integrated Marketing Communications OR Consumer Behavior	3
	MG 303	Management Decision Support Systems	3
	MK 337 OR 338	Digital Marketing OR Marketing Analytics I	3
	MG 350	Financial Management	3
	MK339;431;433;434	Marketing Analytics II; Marketing Research; Marketing Strategies & Policies; OR Sales Management	3
Semester 3	MK 335 or 336	Integrated Marketing Communications OR Consumer Behavior	3
	MK 337 OR 338	Digital Marketing OR Marketing Analytics I	3
	MG 352 or EC320	International Business or International Economics & Trade	3
	MK339;431;433;434	Marketing Analytics II; Marketing Research; Marketing Strategies & Policies; OR Sales Management	3
Semester 4	MG 417	Management of Change	3
	MK339;431;433;434	Marketing Analytics II; Marketing Research; Marketing Strategies & Policies; OR Sales Management	6
	ELECTIVE(S)*	*Elective hours as needed to meet all graduation requirements	As needed
Semester 5	UNV 400BU ³	Career Seminar - BU	1
	MG 420 ³	Business Policy	3
	MG 480 ³	Seminar in Business	1
	MK 499	Advanced MK Analytics Research	3

¹Must be taken in your first term.

²Should be taken in your first term.

³Should be taken in your last term.