

YEAR 1				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	ENG 151 Composition & Writing from Sources	3	ENG 152 Writing about Literature	3
	Quantitative Literacy (QL)	3-4	MATH 136 Intro. To Statistics (Scientific Reasoning Lab)	4
	IS 135 Advanced Microsoft Applications	3	MKT 206 Principles of Marketing	3
	ART 110 Fundamentals of Design (Fine Arts)	3	IS 201 Management Information Systems	3
	SBL 100 School of Business New Student Seminar	1	ART 113 Fundamentals of Design II	3
	GPS 101 Traditional Student Online Orientation	P or F		
CREDITS	14 CREDITS		16 CREDITS	
YEAR 2				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	Humanities I (HUM)*	3	PSY 101 Intro. To Psychology (Social Science I**)	3
	IS 301 Principles of E-Commerce	3	Humanities II*	3
	MKT 210 Strategic Marketing Communication (Writing Intensive 200-level)	3	IS 320 Human-Computer Interaction	3
	CM 115 Interpersonal Communication (Communication Intensive)	3	MKT 311 Consumer Behavior	3
	VCD 125 Fundamentals of Digital Media	3	VCD 208 Web Design I	3
CREDITS	15 CREDITS		15 CREDITS	
YEAR 3				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	Humanities III*	3	Humanities IV*	3
	MKT 325 International Marketing	3	MKT 336 Integrated Marketing Communications	3
	IS 386 E-Commerce Business Solutions	3	IS 361 E-Collaboration and Social Networking	3
	VCD 308 Web Design II	3	VCD 270 Intro. To Corporate Communication Design	3
	General Elective	3	General Elective	3
CREDITS	15 CREDITS		15 CREDITS	
YEAR 4				
SEMESTER	FALL		SPRING	
RECOMMENDED COURSES	Quantitative Literacy /Scientific Reasoning (2nd QL, SR, or SR-L)	3-4	Social Science II (SS)**	3
	MKT 417 Senior Business Internship	1	General Elective	3
	General Elective	3	General Elective	3
	General Elective	3	IAD 381 Mobile and Responsive Design	3
	General Elective	3	MKT 307 Marketing Research (Writing Intensive 300-400 level)	3
CREDITS	13-16 CREDITS		15 CREDITS	

GENERAL EDUCATION NOTES

General Education courses are identified in blue.

- Specific courses that fulfill SEE general education requirements are listed in the catalog and on the portal.
- Students must complete all general education and major requirements and earn a minimum of 120 credits.
- 15 credits must be taken at the 300 or 400 level.
- All courses in the student's last 30 credits must be taken at Stevenson.

*HUMANITIES classes must be from at least three different disciplines.

**SOCIAL SCIENCE classes must be from two different disciplines.