GEORGE MASON UNIVERSITY | School of Business

Catalog Year 2018-2019 Sample 4-Year Schedule
BS in Marketing

FIRST YEAR

Semester 1 – Fall	Credits	Semester 2 – Spring	Credits
ECON 103 or MATH 108*	3	ECON 103 or MATH 108*	3
BUS 103 or COMM 101*	3	BUS 103 or COMM 101*	3
ENGH 101* (or 100) or BUS 100*	3 (or 4)	ENGH 101* (or 100) or BUS 100*	3 (or 4)
Fine Arts* or HIST 100*/125*	3	ECON 104	3
General Elective	3	Laboratory Science*	4
(MATH 008 self-paced tutorial if needed)	(0)		
Semester Credits:	15	Semester Credits:	16
Cumulative Credits:	15	Cumulative Credits:	31

SECOND YEAR

Semester 3 – Fall	Credits	Semester 4 – Spring	Credits
ACCT 203 Survey of Accounting	3	MGMT 303 Principles of Management	3
BUS 200* Global Environment of Business	3	MKTG 303 Principles of Marketing	3
BUS 210 Business Analytics I	3	BUS 310 Business Analytics II	3
Laboratory Science*	4	Fine Arts* or HIST 100*/125*	3
Literature*	3	General Elective	3
Semester Credits:	16	Semester Credits:	15
Cumulative Credits:	47	Cumulative Credits:	62

THIRD YEAR

Semester 5 – Fall	Credits	Semester 6 – Spring	Credits
MKTG 312 Consumer Behavior	3	MKTG 351 Marketing Research	3
ACCT 303 Accounting for Decision Making	3	MKTG Elective	3
MIS 303* Management Info Systems	3	BULE 303 Legal Environment of Business	3
ENGH 302 (Business section recommended)	3	FNAN 303 Financial Management	3
General Elective	3	General Elective	3
Semester Credits:	15	Semester Credits:	15
Cumulative Credits:	77	Cumulative Credits:	92

FOURTH YEAR

Semester 7 – Fall	Credits	Semester 8 – Spring	Credits
MKTG Elective	3	MKTG 471 Marketing Management	3
MKTG Elective	3	MKTG Elective	3
BUS 303 Professional Skills II	3	BUS 498* Business Capstone	3
OM 303 Operations Management	3	General Elective	3
General Elective	3	General Elective	1
Semester Credits:	15	Semester Credits:	13
Cumulative Credits:	107	Cumulative Credits:	120

*See MASON CORE on back of page

Updated 4/2018

Marketing Electives:

MKTG 311	Sales Management
MKTG 313	Integrated Marketing Communications
MKTG 315	Internet Marketing
MKTG 332	Retailing & E-Commerce Management
MKTG 333	Business to Business Marketing
MKTG 352	Marketing Analytics for New Product Development
MKTG 353	New Product Development
MKTG 407	International Marketing
MKTG 455	Ethnic & Multicultural Marketing
MKTG 462	Honors Seminar in Marketing
MKTG 481	Marketing in the Nonprofit Sector
MKTG 491	Seminar in Marketing
MKTG 499	Independent Study
BUS 492	Internship

SCHOOL OF BUSINESS POLICIES

Minimum Grade

- All School of Business Courses require a minimum grade of C.
- Finance majors are required to earn a B- or higher in FNAN 303

Termination Policy

- Students will not be permitted to make more than three attempts to achieve a C or higher in the following School of Business Core courses:
  - ACCT 303/ACCT 330
  - BULE 303
  - BUS 303
  - FNAN 303
  - MGMT 303
  - MIS 303
  - MKTG 303
  - OM 303
- Accounting majors will not be permitted to make more than three attempts to achieve a C or higher in Accounting Major courses.
- Once a student has attempted a School of Business Core or Accounting major course twice unsuccessfully, they must meet with an academic advisor in order to receive an override to register for the third attempt. Those who do not successfully complete these core courses within three attempts will be terminated from their major and will not be eligible to receive a degree from the School of Business. Students terminated from the School of Business are prohibited from enrolling in any School of Business course.

*MASON CORE

The Mason Core is Mason's general education program that builds the foundation for The Mason Graduate. All undergraduates seeking a baccalaureate degree must complete Mason Core requirements.

Mason Core Requirement:	**Course:**
Written Communication	ENG 101 (or 100)
Oral Communication	COMM 101
Quantitative Reasoning	MATH 108
Information Technology and Computing	MIS 303
Art	Approved course from catalog.gmu.edu/mason-core
Global Understanding	BUS 200
Literature	Approved course from catalog.gmu.edu/mason-core
Natural Science	Approved Lab Science from catalog.gmu.edu/mason-core
Social and Behavioral Sciences	BUS 100
Western Civilization/World History	HIST 100 or 125
Written Communication (Upper Level)	ENGH 302
Capstone/Synthesis	BUS 498