



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	
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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		FIRST YEAR SPRING SEMESTER	
Title	CR	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		SOPHOMORE YEAR SPRING SEMESTER	
Title	CR	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		JUNIOR YEAR SPRING SEMESTER	
Title	CR	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		SENIOR YEAR SPRING SEMESTER	
Title	CR	Title	CR

BUS 447 Marketing Research	3	BUS 490 Business Seminar (Capstone)	3
Advanced General Education	3-4	General Electives	12
General Electives	9		