

**GEORGE MASON UNIVERSITY
SCHOOL OF BUSINESS
B.S. DEGREE
(008 Enterprise Hall, 703-993-1880)
<http://business.gmu.edu/>
2018 - 2019 CATALOG**

	<u>Department(s) & Course #(s)</u>	<u>Completed/ Grade(s)</u>	<u>Needed</u>
<u>MASON CORE REQUIREMENTS (26)</u>			
a. Written Communication: ENGH 101 (100) (C or better), ENGH 302 (C or better) (3,3)		___ ___	___ ___
b. Oral Communication: COMM 100 or 101 (3)		___	___
d. Literature (3)		___	___
e. Arts (3)		___	___
f. Western Civilization (3)		___	___
g. Natural Science (4,4)		___	___

Go to: <http://catalog.gmu.edu/mason-core/> to link to information on Mason Core requirements.
The remaining Mason Core requirements are fulfilled with major course work.

<u>BUSINESS FOUNDATIONS (27-28)</u>			
a. ACCT 203 or ACCT 204 (3)		a. ___	___
b. BUS 100 (3) (satisfies Mason Core Social and Behavioral Sciences requirement)		b. ___	___
c. BUS 103 (3)		c. ___	___
d. BUS 200 (3) (satisfies Mason Core Global Understanding requirement)		d. ___	___
e. BUS 210 (3)		e. ___	___
f. BUS 310 (3)		f. ___	___
g. ECON 103 (3)		g. ___	___
h. ECON 104 (3)		h. ___	___
i. One of the following*: MATH 108 (3), MATH 113 (4), MATH 114 (4), HNRT 225 (3)		i. ___	___
*MATH 108 or MATH 113 satisfies the Mason Core quantitative reasoning requirement			

<u>BUSINESS CORE (24)</u>			
a. ACCT 303 (ACCT 330 for Accounting and Finance majors) (3)		a. ___	___
b. BULE 303 (3)		c. ___	___
c. BUS 303 (3)		d. ___	___
e. FNAN 303 (3)		e. ___	___
f. MGMT 303 (3)		f. ___	___
g. MIS 303 (3) (satisfies Mason Information Technology requirement)		g. ___	___
h. MKTG 303 (3)		h. ___	___
i. OM 303 (3)		i. ___	___

<u>MAJOR (21)</u>			
_____	_____	___	___
_____	_____	___	___
_____	_____	___	___

<u>CAPSTONE (3)</u>			
a. BUS 498 (3) (satisfies Mason Core Synthesis requirement)		a. ___	___

<u>GENERAL ELECTIVES (18-19)</u> General electives may be selected from any University or School of Business course, except courses designated for the Business minor (MBUS). Credits awarded as Associate Degree Elective Credit (ADEC) as part of a student's transfer evaluation are also excluded from general electives.			
_____	_____	___	___
_____	_____	___	___
_____	_____	___	___

A grade of "C" or better required in the business foundations, business core and major requirements.

Visit <http://business.gmu.edu/curriculum> for up-to-date curriculum requirements.

MINIMUM 120 HOURS (including Minimum 45 UPPER DIVISION HOURS) to GRADUATE
This planning form is intended to be used in consultation with your academic advisor and reflects the requirements for the 2018 - 2019 Catalog; the University Catalog is the official reference for program requirements.

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

FIRST YEAR

<u>Semester 1 - Fall</u>	Credits	<u>Semester 2 - Spring</u>	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

<u>Semester 3 - Fall</u>	Credits	<u>Semester 4 - Spring</u>	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

<u>Semester 5 - Fall</u>	Credits	<u>Semester 6 - Spring</u>	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

<u>Semester 7 - Fall</u>	Credits	<u>Semester 8 - Spring</u>	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

Marketing Electives:

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