

International School of Business

Academic Progress Sheet 2017-18

BBA Degree in Marketing and Graphic Design

NAME: _____ ADVISOR: _____

STUDENT NUMBER: _____ ANTICIPATED GRADUATION DATE: _____

CORE CURRICULUM REQUIREMENTS **38 credits**

Proficiencies:

ENG 103*	College English I	3
ENG 104*	College English II	3
COM 108	Fundamentals of Public Speaking	2
MAT 144 or MAT145	Quantitative Reasoning or College Algebra	4

Perspectives:§

UNS 115	Sisu Seminar	1
REL/FNS	Religion or Finnish Studies	3
BIO, CHM, or PHS	Natural Science with Lab	4
Humanities+	Three Courses	9
Social Sciences++	Three Courses	9

* Must be successfully completed before taking WI courses.

§ No more than six credits of one discipline, except up to eight credits of the same foreign language.

+ Includes courses in ARD, DRM, ENG (but not ENG 101), FNS, HIS, HUM, MUS, PHL, REL, or foreign language.

++ Includes courses in ANT, COM, ECN, ENV, GEO, PLS, PSY, SOC, or WGS.

ART & DESIGN CORE REQUIREMENTS **21 credits**

ARD 101	Drawing Foundations	3
ARD 114	Digital Design Foundations	3
ARD 160	Art Appreciation	3
ARD 173	Color and Composition	3
ARD 207	Digital Photography	3
ARD 211	Noetic Skills	3
HIS 406	Design and Culture	3

BUSINESS CORE REQUIREMENTS **27 credits**

BUS 138	Fundamentals of Business	3
BUS 141	Business Communications	3
BUS 200	Fundamentals of Accounting	3
BUS 222	Business Computer Applications	3
BUS 235	Leadership and Team Skills	3
BUS 245	Principles of Marketing	3
BUS 271	Principles of Management	3
BUS 361	Business Law	3
MAT201	Probability and Statistics	3

MARKETING AND DESIGN REQUIREMENTS **29 credits**

ARD 214	Design Thinking	3
ARD 234	Typography	3
ARD 311	Design Research Skills	2
ARD 314	Intermediate Problems	3
ARD 334	Emerging Design	3
BUS 340	E Marketing	3
BUS 346	Marketing Communications	3
BUS 395	Project Management	3
BUS 481	Research Methods in Business Decision Making	3
Choose <u>one</u> of the following:		
BUS 348	Relationship Sales	3
BUS446	Buyer Behavior	3
BUS 447	Marketing for Small Business	3
BUS 448	International Marketing	3

INTERNSHIP AND SENIOR CAPSTONE **9 credits**

BUS 495	Senior Seminar in Business	3
BUS 498	Business Internship	3
MGD 499	Graphic Design Senior Capstone	3

TOTAL CREDITS: 124

ADDITIONAL DEGREE REQUIREMENTS

- Count no more than 12 credits of MUS, DRM, and WEL towards graduation
- Complete at least 24 of the last 30 credits at Finlandia immediately prior to graduation. An exception will be made for international exchanges.
- Complete at least 30 credits at the 300/400 level at Finlandia
- Attain a minimum cumulative GPA of 2.0
- Complete at least three Writing Intensive (WI) courses

BBA in Marketing and Graphic Design – SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR – FALL SEMESTER		17 CREDITS	FRESHMAN YEAR – SPRING SEMESTER		18 CREDITS
ARD 101	Drawing Foundations	3	ARD 114	Digital Design Foundations	3
ARD 173	Color and Composition	3	BUS 141	Business Communication	3
BUS 138	Fundamentals of Business	3	BUS 222	Business Computer Applications	3
ENG 103	College English I	3	BIO/ CHM/PHS	Lab Science	4
MAT 144/145	Quantitative Reasoning or College Algebra	4	COM 108	Fundamentals of Public Speaking	2
UNS 115	Sisu Seminar	1	ENG 104	College English II	3
SOPHOMORE – FALL SEMESTER		15 CREDITS	SOPHOMORE YEAR – SPRING SEMESTER		15 CREDITS
ARD 214	Design Thinking	3	ARD 207	Digital Photography	3
BUS 200	Fundamentals of Accounting	3	ARD 211	Noetic Skills	3
BUS 245	Principles of Marketing	3	ARD 234	Typography	3
BUS 271Z	Principles of Management	3	ARD160	Art Appreciation	3
Core Curriculum	Humanities or Social Science elective	3	MAT 201	Probability & Statistics	3
JUNIOR – FALL SEMESTER		15 CREDITS	JUNIOR YEAR – SPRING SEMESTER		17 CREDITS
BUS 235	Leadership Team Skills	3	ARD 311	Design Research Skills	2
BUS 340	E Marketing	3	ARD 314	Intermediate Problems	3
BUS 395	Relationship Sales/Project Management	3	BUS 346	Marketing Communications	3
Core Curriculum	Humanities or Social Science elective	3	BUS 361	Business Law	3
REL/FNS	Religion or Finnish Studies	3	Core Curriculum	Humanities or Social Science elective	3
			Core Curriculum	Humanities or Social Science elective	3
SENIOR – FALL SEMESTER		15 CREDITS	SENIOR YEAR – SPRING SEMESTER		12 CREDITS
ARD 334	Emerging Design	3	BUS 495	Senior Seminar in Business	3
BUS348/446*	Relationship Sales/Consumer Behavior	3	BUS 498	Business Internship	3
BUS 481	Research Meth. Business Decision Making	3	HIS 406	Design and Culture	3
Core Curriculum	Humanities or Social Science elective	3	MGD 499	Graphic Design Senior Capstone	3
Core Curriculum	Humanities or Social Science elective	3			

*May also take BUS 446 or BUS 447

GENERAL EDUCATION AND PROGRAM CHECKLIST

CORE CURRICULUM REQUIREMENTS				38 credits	BUSINESS CORE REQUIREMENTS				27 credits
COURSE	CREDITS	SEM/YR	GRADE		COURSE	CREDITS	SEM/YR	GRADE	
ENG 103	3	_____	_____		BUS 138	3	_____	_____	
ENG 104	3	_____	_____		BUS 141	3	_____	_____	
COM 108	2	_____	_____		BUS 200	3	_____	_____	
MAT 144 or 145	4	_____	_____		BUS 222	3	_____	_____	
UNS 115	1	_____	_____		BUS 235	3	_____	_____	
REL/FNS	3	_____	_____		BUS 245	3	_____	_____	
Science	4	_____	_____		BUS 271	3	_____	_____	
Humanities	9	_____	_____		BUS 361	3	_____	_____	
_____	_____	_____	_____		MAT 201	3	_____	_____	
_____	_____	_____	_____						
Social Sciences	9	_____	_____		MARKETING & DESIGN CONCENTRATION REQUIREMENTS				29 credits
_____	_____	_____	_____		COURSE	CREDITS	SEM/YR	GRADE	
_____	_____	_____	_____		ARD 214	3	_____	_____	
_____	_____	_____	_____		ARD 234	3	_____	_____	
					ARD 311	3	_____	_____	
					ARD 314	2	_____	_____	
					ARD 334	3	_____	_____	
					BUS 340	3	_____	_____	
					BUS 346	3	_____	_____	
					BUS 395	3	_____	_____	
					BUS 481	3	_____	_____	
					Choose <u>one</u> of the following:				
					BUS 348	3	_____	_____	
					BUS 446	3	_____	_____	
					BUS 447	3	_____	_____	
					BUS 448	3	_____	_____	
ART & DESIGN CORE REQUIREMENTS				21 credits	SENIOR CAPSTONE AND INTERNSHIP				9 credits
COURSE	CREDITS	SEM/YR	GRADE		COURSE	CREDITS	SEM/YR	GRADE	
ARD 101	3	_____	_____		MGD 499	3	_____	_____	
ARD 114	3	_____	_____		BUS 495	3	_____	_____	
ARD 160	3	_____	_____		BUS 498	3	_____	_____	
ARD 173	3	_____	_____						
ARD 207	3	_____	_____						
ARD 211	3	_____	_____						
HIS 406	3	_____	_____						
ADDITIONAL DEGREE REQUIREMENTS									
○Count no more than 12 credits of MUS, DRM, and WEL towards graduation									
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TOTAL CREDITS: 124