

FINLANDIA

UNIVERSITY

International School of Business Academic Progress Sheet 2019-20

BBA Degree in Marketing and Graphic Design

NAME: _____

ADVISOR: _____

STUDENT NUMBER: _____

ANTICIPATED GRADUATION DATE: _____

CORE CURRICULUM REQUIREMENTS 39 credits

Proficiencies:		
ENG 103*	College English I	3
ENG 104*	College English II	3
COM 108	Fundamentals of Public Speaking	3
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, GSS, PLS, PSY, or SOC.

ART & DESIGN CORE REQUIREMENTS 18 credits

ARD 101	Drawing Foundations	3
ARD 114	Graphic Design Fundamentals I	3
ARD 160	Art Appreciation	3
ARD 173	Color and Composition	3
ARD 207	Digital Photography	3
HIS 406	Design and Culture	3

BUSINESS CORE REQUIREMENTS 27 credits

BUS 122	Business Computing Applications	3
BUS 138	Fundamentals of Business	3
BUS 141	Business Communications	3
BUS 200	Fundamentals of Accounting	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	Graphic Design Fundamentals II	3
ARD 234	Typography I	3
ARD 311	Design Research Skills	2
ARD 314	Identity Branding	3
ARD 334	User Interface/Experience Design	3
BUS 340	Digital Marketing	3
BUS 346	Integrated 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	Marketing & Graphic Design Senior Capstone	3

TOTAL CREDITS: 122

BBA in Marketing and Graphic Design – SUGGESTED COURSE SEQUENCE

FRESHMAN YEAR – FALL SEMESTER

17 CREDITS

ARD 101	Drawing Foundations	3
ARD 173	Color and Composition	3
BUS 138	Fundamentals of Business	3
ENG 103	College English I	3
MAT 144/145	Quantitative Reasoning or College Algebra	4
UNS 115	SISU Seminar	1

FRESHMAN – SPRING SEMESTER

16 CREDITS

ARD 114	Graphic Design Fundamentals I	3
BUS 141	Business Communications	3
BUS 122	Business Comping Applications	3
BIO/ CHM/PHS	Lab Science	4
ENG 104	College English II	3

SOPHOMORE – FALL SEMESTER

15 CREDITS

ARD 214	Graphic Design Fundamentals II	3
BUS 200	Fundamentals of Accounting	3
BUS 245	Principles of Marketing	3
COM 108	Fundamentals of Public Speaking	3
Core Curriculum	Humanities or Social Science elective	3

SOPHOMORE – SPRING SEMESTER

15 CREDITS

ARD160	Art Appreciation	3
ARD 234	Typography I	3
BUS 235	Leadership and Team Skills	3
BUS 271Z	Principles of Management	3
MAT201	Probability & Statistics	3

JUNIOR – FALL SEMESTER

15 CREDITS

ARD 207	Digital Photography	3
BUS 340	Digital Marketing	3
BUS 395	Project Management	3
Core Curriculum	Humanities or Social Science elective	3
REL/FIN	Religion or Finnish Studies	3

JUNIOR – SPRING SEMESTER

17 CREDITS

ARD 311	Design Research Skills	2
ARD 314	Identity Branding	3
BUS 346	Integrated Marketing Communications	3
BUS 361	Business Law	3
Core Curriculum	Humanities or Social Science elective	3
Core Curriculum	Humanities or Social Science elective	3

SENIOR – FALL SEMESTER

15 CREDITS

ARD 334	User Interface/Experience Design	3
BUS 348/446*	Relationship Sales/Consumer Behavior	3
BUS 481	Research Meth. Business Decision Making	3
Core Curriculum	Humanities or Social Science elective	3
Core Curriculum	Humanities or Social Science elective	3

SENIOR – SPRING SEMESTER

12 CREDITS

BUS495	Senior Seminar in Business	3
BUS498	Business Internship	3
HIS406	Design and Culture	3
MGD499	Marketing & Graphic Design Senior Capstone	3

* May also take BUS446 Or BUS447

GENERAL EDUCATION AND PROGRAM CHECKLIST

CORE CURRICULUM REQUIREMENTS 39 credits

<u>COURSE</u>	<u>CREDITS</u>	<u>SEM./YR.</u>	<u>GRADE</u>
ENG 103	3	_____	_____
ENG 104	3	_____	_____
COM 108	3	_____	_____
MAT 144 or 145	4	_____	_____
UNS 115	1	_____	_____
REL/FNS	3	_____	_____
Science	4	_____	_____
Humanities	9	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Social Sciences	9	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

ADDITIONAL DEGREE REQUIREMENTS

- Count no more than 12 credits of MUS, DRM, and WEL towards graduation.
- Complete at least 30 of the last 36 credits at Finlandia immediately prior to graduation.
- Complete at least 30 credits at the 300/400 level.
- Complete at least 18 credits for the major at Finlandia University.
- Attain a minimum cumulative GPA of 2.0.
- Complete at least three Writing Intensive (WI) courses from at least two disciplines.

ART & DESIGN CORE REQUIREMENTS 18 credits

<u>COURSE</u>	<u>CREDITS</u>	<u>SEM./YR.</u>	<u>GRADE</u>
ARD 101	3	_____	_____
ARD 114	3	_____	_____
ARD160	3	_____	_____
ARD 173	3	_____	_____
ARD 207	3	_____	_____
HIS 406	3	_____	_____

BUSINESS CORE REQUIREMENTS 27 credits

<u>COURSE</u>	<u>CREDITS</u>	<u>SEM/YR</u>	<u>GRADE</u>
BUS 122	3	_____	_____
BUS 138	3	_____	_____
BUS 141	3	_____	_____
BUS 200	3	_____	_____
BUS 235	3	_____	_____
BUS 245	3	_____	_____
BUS 271	3	_____	_____
BUS 361	3	_____	_____
MAT201	3	_____	_____

VISUAL MARKETING CONCENTRATION 29 credits

<u>COURSE</u>	<u>CREDITS</u>	<u>SEM./YR.</u>	<u>GRADE</u>
ARD 214	3	_____	_____
ARD 234	3	_____	_____
ARD 311	2	_____	_____
ARD 314	3	_____	_____
ARD 334	3	_____	_____
BUS 340	3	_____	_____
BUS 346	3	_____	_____
BUS 395	3	_____	_____
Choose one of the following			
BUS 348	3	_____	_____
BUS 446	3	_____	_____
BUS 447	3	_____	_____
BUS 448	3	_____	_____

SENIOR CAPSTONE AND INTERNSHIP 9 credits

<u>COURSE</u>	<u>CREDITS</u>	<u>SEM/YR</u>	<u>GRADE</u>
MGD 499	3	_____	_____
BUS 495	3	_____	_____
BUS 498	3	_____	_____

TOTAL CREDITS: 122

Updated 06/26/2019