

# FINLANDIA

UNIVERSITY

## International School of Business

### Academic Progress Sheet 2020-21

#### BBA Degree in Marketing and Graphic Design

NAME: \_\_\_\_\_

ADVISOR: \_\_\_\_\_

STUDENT NUMBER: \_\_\_\_\_

ANTICIPATED GRADUATION DATE: \_\_\_\_\_

#### **CORE CURRICULUM REQUIREMENTS 39 credits**

<b>Proficiencies:</b>		
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
<b>Perspectives:§</b>		
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	Entrepreneurial Marketing	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
MAT 201	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 MARKETING & GRAPHIC DESIGN 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	2	_____	_____
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. 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

### 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 4/8/20