

## College of Eastern Idaho Academic Plan

### Associate of Arts in General Studies to a Bachelors in Marketing

Comparable majors found at: BSU, BYU-I, ISU, NNU, UI, and USU

COURSES BLOCK 1 FRESHMAN FALL	CREDITS	BLOCK 1 NOTES
ENGL 101 Writing and Rhetoric I	3	
COMM 101 Fundamentals of Oral Communication	3	
Science GEM Course & Lab	4	
BSN 216 Business Statistics or MATH 153 Statistical Reasoning or MATH 143 College Algebra	3	<i>Prerequisite: MATH 108 or equivalent placement. Math requirement varies per University, see advisor.</i>
BSN 250 Principles of Marketing	3	
<b>SEMESTER TOTAL</b>	<b>16</b>	

COURSES BLOCK 1 FRESHMAN SPRING	CREDITS	BLOCK 1 NOTES
ENGL 102 Writing and Rhetoric II	3	<i>Prerequisite: ENGL 101</i>
Science GEM Course & Lab	4	<i>Different prefix from previous term</i>
Social Science GEM Course	3	<i>Non-ECON prefix</i>
Arts & Humanities GEM Course	3	
Elective	3	
<b>SEMESTER TOTAL</b>	<b>16</b>	

COURSES BLOCK 1 SOPHOMORE FALL	CREDITS	BLOCK 1 NOTES
ECON 201 Principles of Macroeconomics	3	
Arts & Humanities GEM Course	3	<i>Different prefix from previous term</i>
Arts & Humanities or Social Sciences (AA) Science or Mathematics (AS) GEM Course	3	
GEM Elective	3	
ACC 201 Introduction to Financial Accounting	3	
<b>SEMESTER TOTAL</b>	<b>15</b>	

COURSES BLOCK 1 SOPHOMORE SPRING	CREDITS	BLOCK 1 NOTES
Arts & Humanities or Social Sciences (AA) Science or Mathematics (AS) GEM Course	3	
GEM Elective	3	
Elective	3	
Elective	3	
Elective	≥ 1	<i>Depends on overall credit total</i>
<b>SEMESTER TOTAL</b>	<b>13</b>	

**TOTAL CREDITS**

**60**

**RECOMMENDED ELECTIVES:**

ACC 201 Intro to Managerial Accounting  
 ART 231 Intro to Graphic Design  
 BSN 101 Intro to Business  
 BSN 201 Business Communication  
 BSN 215 Intro to Information Science  
 BSN 255 Leadership Development Skills  
 BSN 261 Legal Environments of Organizations

† COMM 214 Intro to Public Relations  
 ECON 202 Principles of Microeconomics  
 ENGL 203 Effective Technical Communication  
 ENGL 206 Intro to Creative Writing  
 \* MATH 147 College Algebra and Trigonometry  
 \* MATH 170 Calculus I  
 PHIL 103 Intro to Ethics

### College of Eastern Idaho Academic Plan

Associate of Arts or Science in General Studies to Bachelor of {INSTERT} in {INSERT} at {INSERT}

\* *MATH 147 requirement can be bypassed should the student place into MATH 170 Calculus I via the Aleks testing.*

† Pending publication of future CEI catalog.

**For specific selection and sequencing of courses, students are strongly encouraged to meet with an academic advisor.**