Two-Year Course Rotation BUSINESS ADMINISTRATION

FITCHBURG STATE UNIVERSITY

Marketing Concentration, Online / Accelerated B.S.

	Even Years							Odd Years						
		Spring	Spring	Summer	Summer	Fall	Fall	Spring	Spring	Summer	Summer	Fall	Fall	
Course	Title	Α	В	Α	В	Α	В	Α	В	Α	В	Α	В	
BSAD 1700	Intro to Computer Info Systems for Business	~			~		~				~			
BSAD 2010	Introduction to Financial Reporting			~				~			~		~	
BSAD 2020	Introduction to Managerial Accounting	~		~			~			~				
**BSAD 2030														
	Principles of Management		~			v				~		~		
**BSAD 2040												l		
BSAD 1040	Fundamentals of Marketing	~		~				~			~			
BSAD 3400	Basic Finance				 ✓ 			~			~		~	
**BSAD 3500														
BSAD 2600	Business Law I		~			V			 ✓ 			 ✓ 		
	Fluctuations and Forecasting			 ✓ 			 ✓ 		 ✓ 			~		
**BSAD 4300												l		
	Sales Management		~			V				~			v	
**BSAD 4330 BSAD 3325	International Marketing	~			~				~			~		
**BSAD 4500														
	Business Law II			~			~			~			~	
BSAD 4880	International Business Management		~			~		~			~			
BSAD 4890	Business Policy and Strategy	~			 ✓ 			~				~		
BSAD 3310	Consumer Behavior	~						~				ſ		
**BSAD 3320														
BSAD 4325	Market Research		~						 ✓ 					
BSAD 3330	Advertising				~						~			
BSAD 4340	Developing Marketing Strategies					V						~		
3 Credits	BSAD Elective													
12 Credits	Major Gen Ed Requirements BSAD													
15 Credits	Foundation: Foundation For Life-Long Learning													
	Exploration: Critical/Creative Thinking Across Disc*													

6 Credits	Integration: Advancing & Applying LAS Learning*						
	Free Electives						

*Remaining credit requirements, not covered within core courses.

** Course numbers have been amended starting Fall 2025