



Bachelor of Science in Business, Major: Marketing Innovation & Analytics Freshmen Entering 2020

Study Plan / Application for Candidacy (check one)

Stevens Institute of Technology
Castle Point on Hudson
Hoboken, NJ 07030-5991
Office of the Registrar
201.216.5210
FAX 201.216.8030

Name: ID: Class: E-mail:

Instructions: Please print or type. The primary purpose of this form is to lay out the courses required to complete your degree program and when you expect to take each of them.

Table with 8 columns: Term, Course, Credits, Grade, Term, Course, Credits, Grade. It is divided into four sections: TERM I, TERM II, TERM III, and TERM IV, listing various courses and their credit values.

- NOTES:
1. Students are required to take two additional Humanities courses other than CAL103 and CAL105.
2. Students who have computer science experience can take the more challenging course of CS115, all other students are advised to take CS105.
*See Additional Notes on Reverse Side

Student Signature: Date: Original Revision

Faculty Advisor Signature: Date: 2nd Degree

UG Records Auditor: Date:



Bachelor of Science in Business, Major: Marketing Innovation & Analytics Freshmen Entering 2020

Study Plan / Application for Candidacy (check one)

Stevens Institute of Technology
 Castle Point on Hudson
 Hoboken, NJ 07030-5991
 Office of the Registrar
 201.216.5210
 FAX 201.216.8030

Name: _____ ID: _____ Class: _____ E-mail: _____

TERM V

V _____ BT 417 - Marketing Analytics and Research 3.0 _____
 V _____ IS Req. - BT 421 or BT 416 or MIS 460 3.0 _____
 V _____ Technology Elective ⁽⁴⁾ _____ 3.0 _____
 V _____ Technology Elective ⁽⁴⁾ _____ 3.0 _____
 V _____ BT 372 - Entrepreneurship 3.0 _____
 V _____ BT 330 - Social Psychology & Org Behavior 3.0 _____

TERM VI

VI _____ Humanities 300-400 Level ⁽¹⁾ _____ 3.0 _____
 VI _____ BT 403 - Marketing Strategy in a Digital World 3.0 _____
 VI _____ BT 445 - Virtual and Physical Consumer Behavior 3.0 _____
 VI _____ BT 360 - International Business 3.0 _____
 VI _____ General Elective _____ 3.0 _____

PE Required Courses ⁽³⁾

_____ PE200 - Physical Education I _____ 0.0 _____
 _____ PE200 - Physical Education II _____ 0.0 _____
 _____ PE200 - Physical Education III _____ 0.0 _____
 _____ PE200 - Physical Education VI _____ 0.0 _____

TERM VII

VII _____ BT 435 - Social Media and Network Analysis 3.0 _____
 VII _____ ISE 350 - Logistics & Supply Chain Management 3.0 _____
 VII _____ BT 401 - Advanced Strategy 3.0 _____
 VII _____ MGT 411 - Senior Design I 3.0 _____
 VII _____ General Elective _____ 3.0 _____

TERM VIII

VIII _____ BT 465 - Integrated Marketing Communications 3.0 _____
 VIII _____ BT 466 - Data Analytics 3.0 _____
 VIII _____ BT 413 - Business Law 3.0 _____
 VIII _____ MGT 412 - Senior Design II 3.0 _____
 VIII _____ General Elective _____ 3.0 _____

ADDITIONAL COURSES ⁽⁵⁾

- NOTES:
 3. All students must complete a minimum of four semesters of Physical Education (P.E.) in non-repeating courses. No credit or grades are awarded for P.E. classes. Participation in varsity sports may be used to satisfy up to four credits of the P.E. requirement.
 4. Choose Technology Elective from a list of preapproved courses.
 5. List deferred graduate credit or undergraduate credit not used to meet a degree requirement, including minor requirements. (See Center for Student Success for clarification)

Student Signature: _____ Date: _____ Original Revision

Faculty Advisor Signature: _____ Date: _____ 2nd Degree

UG Records Auditor: _____ Date: _____