KENNESAW STATE UNIVERSITY

Double Owl Pathway of Study

Undergraduate Program Name: Marketing, BBA
Graduate Program Name: Information Systems, MSIS

Course Pairs:

Double Owl Scholars will NOT take the following Marketing, BBA courses:	In their place, Double Owl Scholars will take the following MBA courses:
Business Elective	IS 7005
Business Elective	IS 7060
Business Elective	IS 7080

Year 1 - Fall (credits)	Credits	Year 1 - Spring (credits)	Credits
ENGL 1101	3	ENGL 1102	3
MATH 111	3	BLAW 2200	3
ECON 1000	2	ACCT 2101	3
Area D2 Science Process w/lab	4	ECON 2105	3
Area B2: Cultural Perspectives	3	Area D1: Applied Math Course	3
		BUSA 2150	0
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 2 - Fall (credits)	**Credits**	**Year 2 - Spring (credits)**	**Credits**
ACCT 2102	3	ECON 2300	3
ECON 2106	3	MKTG 3100	3
IS 2200	3	Area C2: Arts & Culture of the World	3
Area C1: World Literature course	3	Area E3: World History course	3
Area D2: Science Process	3	Area E4: Social Science course	3
		BUSA 3150	0
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 3 - Fall (credits)	**Credits**	**Year 3 - Spring (credits)**	**Credits**
MKTG 3150	3	MGT 3200	3
MGT 3100	3	ECON 3300	3
FIN 3100	3	MKTG 3410	3
IS 3100	3	MKTG 4100	3
Area E2: U.S. History course	3	POLS 1101	3
		BUSA 4150	0
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 4 - Fall (credits)	**Credits**	**Year 4 - Spring (credits)**	**Credits**
MGT 4199	3	MKTG 4990	3

MKTG 4820	3	Major Elective	3
Major Elective	3	Major Elective	3
IS 7005 Informatics	3	Major Elective	3
IS 7080 Database Application Design and Implementation	3	IS 7060 Information Systems Development Methods and Technologies	3
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 5 - Fall (credits)	**Credits**	**Year 5 - Spring (credits)**	**Credits**
IS 7310 – Governance, Risk Management, and Compliance	3	IS 7200 – Legal and Ethical Issues in Information Systems	3
IS 7320 – Information Security Technologies	3	IS 7100 – Advanced IT Project Management	3
IS 7920 – IT Customer Relationship Management * Can be taken in the summer as well	3	IS 7935 – Business Intelligence – Traditional and Big Data Analytics	3
		IS 7330 – Disaster Recovery / Business Contiguity Planning	3
TOTAL SEMESTER CREDITS	**9**	**TOTAL SEMESTER CREDITS**	**12**

DOUBLE PROGRAM
TOTAL: (120 + 21)=141