4-YEAR SUGGESTED COURSE SCHEDULE
BUSINESS MAJOR (Marketing)
Simpson University

	FALL			SPRING		
	COURSE #	**COURSE TITLE**	**UNITS**	**COURSE #**	**COURSE TITLE**	**UNITS**
FRESHMAN	GATE 1000	Gateway to Ascent	2	BIBL 1310	Literature of New Testament	3
	BUSS 1905	Personal Finance Decision Making	3	BUSS 1950	Intro to Economics	3
	BUSS 1910	Intro to DS, CS & AI	3	COMM 1260	Oral Communication	3
	CORE 2000	Engaging Faith & Society	3	ENGL 1220	Principles of College Writing II	3
	LEAD 2000	Service Seminar	0	Trail #1	Arts & Humanities	3
	Trail #2	Cultural Perspectives	3	Trail #5	Adventure Recreation	1
			14			**16**
SOPHOMORE	BIBL 1300	Literature of Old Testament	3	BUSS 2610	Statistics	3
	BUSS 2900	Accounting I	3	BUSS 2910	Accounting II	3
	BUSS 2940	Principles of Management	3	BUSS 2950	Principles of Finance	3
		Unrestricted Elective	3		Expedition Elective	3
		Lab Science	4		Micro Econ. or Unrestricted Elective	3
			16			**15**
JUNIOR	BUSS 3930	Business Law	4	BUSS 3955	Foundations in IS	3
	BUSS 3980	Principles of Marketing	3	BUSS 4960	Consumer Behavior	3
	Trail #4	Science & Society	3		Expedition Elective	3
		Macro Econ. or Unrestricted Elective	3		Unrestricted Elective	3
		Summit	3		Unrestricted Elective	3
			16			**15**
SENIOR	BUSS 4910	Business Internship	3	BUSS 4200	Business Strategy & Policy	3
	BUSS 4985	Digital/E-Commerce Marketing	3	BUSS 4940W	Business & AI Ethics	3
	BUSS 4990	Marketing Management	3		Unrestricted Elective	3
		Unrestricted Elective	3		Unrestricted Elective	3
		Unrestricted/PHED Elective	1		Unrestricted Elective	3
			13			**15**

Note: Course offerings are subject to change. Please refer to the SU Catalog as the authoritative source for graduation requirements.

Last updated 10/15/2026