

Course Substitution for
IE University, Segovia Campus, Spain
 (All courses taught in English)

- All courses listed in **BLACK INK** have **ALREADY** been approved by both the Fowler College of Business and by the Undergraduate Division. Those listed as **PROPOSED** in **BLUE INK** still need to be petitioned. Please see a FCB Study Abroad Advisor for more details on how to petition these courses
- **PLEASE NOTE** that IMC/MKTG students will take courses from both, the BA in Business and the BA in Communications and Digital Media at IE Segovia.
- **PLEASE NOTE THAT ALL** courses are **3 UNITS** unless noted
- **STUDENTS CAN TAKE UPTO SIX UNITS OF COURSES FROM LOWER DIVISION.**

Lower Division course for All Majors

Course at SDSU	Course at IE University
ACCTG 201 : Financial Accounting	Financial Accounting – Fall
ACCTG 202 : Managerial Accounting	Cost Accounting – Spring
ECON 102 : Principles of Economics (Micro)	Microeconomics – Spring
ECON 101 : Principles of Economics (Macro)	Macroeconomics – Fall
MIS 180 : Principles of Information Systems	Information Technologies for Management -1.5 units – Fall
MATH 120 : Calculus for Business Analysis	Mathematics I -1.5 units – Fall (lower division)
STAT 119 or ECON 201 : Elementary Statistics for Business or Statistical Methods	Statistics – Fall
FIN 240 : Legal Environment of Business	Business Law I - Fall
RWS 290 : Business Communication (not required for accounting majors)	Leadership and Communication Skills - 1.5 units – Spring

Core Courses for All Majors

Course at SDSU	Course at IE University
BA 300: Ethical Decision making in Business	Ethics - Fall (lower division)
BA 323: Fundamentals of Finance	Finance I - Fall (lower division)
BA 350: Management & Organizational Behavior	Management Control - Fall (lower division)
BA 370: Marketing	Introduction to Marketing – Spring (lower division)

Marketing Majors

MKTG 371: Consumer Behavior	Audience and Consumer Insights
MKTG/IMC/Sales Electives	Advertising Creativity – Fall Advertising Management And Media Distribution – Fall

	Branded Content – Spring Branding: Identity, Strategy And Reputation – Spring (lower division) Communication And Law – Spring (lower division) Consulting for Communication – Spring Consumer Culture (1.5 Units) – Spring (lower division) Corporate Communication – Fall (lower division) Creative Project Management – Spring Digital Marketing And Social Media – Fall (lower division) Events Management – Fall (lower division) Global Challenges (IE Module) – Spring Globalization and Cross-Cultural Communication –Fall (lower division) Graphic Design and Infographics – Fall (lower division) Humanities (IE Module) – Spring (lower division) Innovation Lab: Creativity Tools – Fall Integrated Communication Strategies – Spring Media And Entertainment Industries – Fall (lower division) Media Relations And Media Training – Spring (lower division) Multimedia Narrative And Interactive Design – Spring Political Communication And Advocacy Campaigns – Fall Professional Skills (IE Module)(1.5 Units) –Fall (lower division) Public Affairs And Non-Market Strategies - 1.5 units -Spring Public Opinion, Persuasion and Engagement – Fall (lower division) Representation and Media Ethics (IE Module) - 1.5 Units – Fall Visual And Digital Media Culture – Fall (lower division) Visual Storytelling – Fall (lower division) Webs And Apps Design – Spring (lower division)
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General Education

Approved SDSU GE Area	Host University Course
Explorations Social & Behavioral Sciences	Global Challenges (Ie Module) – Spring

Last revised on November 21, 2018