Wayne State University
Mike Ilitch School of Business

UNDERGRADUATE COURSE SCHEDULING FOR

MARKETING—ADVERTISING/COMMUNICATION

THE FOLLOWING IS A FOUR YEAR PLAN DESIGNED TO ASSIST YOU IN PLANNING YOUR SCHEDULE, SO THAT YOU TAKE COURSES IN THE CORRECT SEQUENCE AND FOLLOW PRE-REQUISITE REQUIREMENTS.

THIS FOUR YEAR PLAN DOES NOT REPLACE THE ACADEMIC PLAN THAT WAS ISSUED TO YOU BASED UPON YOUR MAJOR AND TRANSFER COURSES.

All students are required to have a minimum 2.50 grade point average and 54 semester hours completed to enroll in upper division Business School Major courses.

PRIOR TO FIRST SEMESTER

COMPLETE ENGLISH AND MATH PLACEMENT EXAM

Please call 313-577-3400 or see www.testing.wayne.edu to schedule the placement exam.

*Students may place below ENG 1020 depending on placement results.

<table>
<thead>
<tr>
<th>Completed/ First Semester (15 credits)</th>
<th>Completed/ Second Semester (16 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ BA 1010 (CT): Critical Thinking for Consumer Decisions (3cr) (Fulfills Critical Thinking requirement)</td>
<td>☐ BA 3400: Quantitative Methods II: Statistical Methods (3cr) Pre-req: BA 2300 min C or higher</td>
</tr>
<tr>
<td>☐ BA 2020: Introduction to Business (3cr)</td>
<td>☐ COM 1010 (OC): Oral Communication (3cr) (fulfills Oral Communication Competency requirement)</td>
</tr>
<tr>
<td>☐ BA 2300: Quantitative Methods I: Probability &amp; Statistics (3cr) (min 2.0/C grade)</td>
<td>☐ ECO 2010 (SS): Principles of Microeconomics (4cr) (min 2.0/C grade) (Fulfills Social Sciences requirement)</td>
</tr>
<tr>
<td>☐ * ENG 1020 (BC): Introductory College Writing (3cr) (min 2.0/C grade) (Fulfills Basic Composition Competency requirement) Pre-req: English placement, ACT score, ENG 1010</td>
<td>☐ ENG 3010 (IC): Intermediate Writing (3cr) (min 2.0/C grade) (Fulfills Intermediate Composition requirement) Pre-req: ENG 1020 min C or higher</td>
</tr>
<tr>
<td>☐ PSY 1010 or 1020 (LS): Introduction to Psychology (3-4cr) (Fulfills Life Science requirement)</td>
<td>☐ PHI 1120 (PL): Professional Ethics (3cr) (Fulfills Philosophy and Letters requirement)</td>
</tr>
</tbody>
</table>

Year One

Spring/Summer Semester: Catch up on missed classes

Year One Road to Success Milestones

Advising: Prentis Suite 200 (http://ilitchbusiness.wayne.edu/resources/advising.php)
☐ Meet with your Business School Advisor once per semester. NOTE: advising is mandatory for students with under 30 credits earned.
☐ Connect with Academic Success Center (http://success.wayne.edu/)
☐ Take any required placement exams remaining
☐ Attend major advising event (Events TBD, watch your Email for more info!)

Business School Career Planning and Placement: Rands House Suite 240 (http://ilitchbusiness.wayne.edu/careerplanning/)
☐ Create waynebizcareers.com account
☐ Create resume

Get Involved
☐ Join a School of Business student organization (http://ilitchbusiness.wayne.edu/organizations/index.php), especially one of the marketing related student organizations: American Marketing Association (www.amanet.org)
☐ Join one the many University student organizations (http://doso.wayne.edu/list-of-student-organizations.html)
Wayne State University
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UNDERGRADUATE COURSE SCHEDULING FOR MARKETING–ADVERTISING/COMMUNICATION

Year Two

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Third Semester (16 credits)</th>
<th>Completed/Grade/Term</th>
<th>Fourth Semester (15 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>ACC 3010: Introduction to Financial Accounting (3cr) (min 2.0/C grade)</td>
<td>□</td>
<td>ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade)</td>
</tr>
<tr>
<td></td>
<td>Pre-req: BA 2300 min C or higher</td>
<td></td>
<td>Pre-req: BA 2300, ACC 3010, ECO 2010 min C or higher</td>
</tr>
<tr>
<td>□</td>
<td>BLW 2510: Business Law (3cr)</td>
<td>□</td>
<td>FIN 3290: Business Finance (3cr)</td>
</tr>
<tr>
<td></td>
<td>Pre-req: BA 2020</td>
<td></td>
<td>Pre-req: BA 2300 min C or higher</td>
</tr>
<tr>
<td>□</td>
<td>ECO 2020 (SS): Principles of Macroeconomics (4cr) (min 2.0/C grade)</td>
<td>□</td>
<td>GSC 3600: Operations and Supply Chain Management (3cr)</td>
</tr>
<tr>
<td>□</td>
<td>MGT 2530: Management of Organizational Behavior (3cr)</td>
<td>□</td>
<td>ISM 3630: Business Information Systems (3cr)</td>
</tr>
<tr>
<td></td>
<td>Pre-req: PSY 1010 or 1020</td>
<td></td>
<td>Pre-req: BA 2300 min C or higher</td>
</tr>
<tr>
<td>□</td>
<td>MKT 2300: Marketing Management (3cr)</td>
<td>□</td>
<td>And select ONE of the following courses:</td>
</tr>
<tr>
<td></td>
<td>Pre-req: ECO 2010 min C or higher</td>
<td></td>
<td>(Each fulfills Visual and Performing Arts requirement)</td>
</tr>
</tbody>
</table>

Spring/Summer Semester: Catch up on missed classes

Year Two Road to Success Milestones

Advising: Prentis Suite 200 (http://ilitchbusiness.wayne.edu/resources/advising.php)
- Meet with your Business School Advisor once per semester
- Attend at least one major advising event

Business School Career Planning and Placement: Rand’s House Suite 240 (http://ilitchbusiness.wayne.edu/careerplanning/)
- Meet with a career advisor to:
  - Create resume and upload to waynebizcareers.com
  - Plan recruiting events to attend during fall
  - Create plan to find an internship or secure relevant experience
  - Attend Career Day Fair and Winter Career Fair
  - Discuss career path options within Marketing as they relate to your interests.

Get Involved
- Join a School of Business student organization (http://ilitchbusiness.wayne.edu/organizations/index.php), especially one of the marketing related student organizations: American Marketing Association (www.amanet.org)
- Join one the many University student organizations (http://doso.wayne.edu/list-of-student-organizations.html)
- Consider running for a leadership position in a student organization you are a member of
Wayne State University  
Mike Ilitch School of Business  
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### Year Three

<table>
<thead>
<tr>
<th>Completed/</th>
<th>Fifth Semester (15 credits)</th>
<th>Completed/</th>
<th>Sixth Semester (15 credits)</th>
</tr>
</thead>
</table>
| □         | COM 3300 (WI): Business and Professional Presentations (3cr) *(Fulfills Writing Intensive Competency requirement)*  
            *Pre-req: COM 1010, ENG 3010 min C or higher* | □         | MKT 5490: Principles of Advertising (3cr)  
            *Pre-req: MKT 2300* |
| □         | MKT 5410: Marketing Research & Analysis (3cr)  
            *Pre-req: BA 3400, MKT 2300* | □         | MKT Major Elective (see Plan of Work) (3cr)  
            *Pre-req: varies per course* |
| □         | MKT 5450: Consumer Behavior (3cr)  
            *Pre-req: MKT 2300* | □         | OR Internship in your Major (3cr)  
            *Pre-req: Junior status, 3.0 GPA, MKT 2300 (min C or higher 12 business credits)* |
| □         | Elective (3cr) | □         | Elective (3cr) |
| □         | And select ONE of the following courses:  
            *(Each fulfills Historical Studies requirement)*  
            HIS 1400 (HS): The World Since 1945 (3cr)  
            HIS 1995 (HS): Society & Economic Transition (3cr) | □         | And select ONE of the following courses:  
            *(Each fulfills Physical Science requirement)*  
            **(Must be taken with lab if PSY 1020 taken for Life Science)**  
            AST 2010 & 2011 (PS): Descriptive Astronomy (4cr)  
            CHM 1000 (PS): Chemistry and Your World (4cr)  
            PHY 1020 (PS): Conceptual Physics: The Basic Science (4cr)  
            GEL 1010 (PS): Geology: The Science of the Earth (4cr) |

**Spring/Summer Semester:** Catch up on missed classes

### Year Three Road to Success Milestones

**Advising:** Prentis Suite 200 *(http://ilitchbusiness.wayne.edu/resources/advising.php)*
- □ Meet with your Business School Advisor once per semester
- □ Attend at least one major advising event

**Business School Career Planning and Placement:** Rands House Suite 240 *(http://ilitchbusiness.wayne.edu/careerplanning/)*
- □ *Goal:* Secure an internship or relevant experience
  - ⇒ Participate in mock interview
  - ⇒ Plan recruiting events to attend during fall
  - ⇒ Attend Career Day Fair
- □ Continue search for internship or relevant experience (if needed)
- □ Attend Winter Career Fair if still searching for an internship

**Get Involved**
- □ Consider joining a professional organization that aligns with your career goals
  - ⇒ American Marketing Association *(www.amanet.org)*
  - ⇒ American Advertising Federation *(www.aaf.org)*

Published by: The Office of Undergraduate Student Services, Mike Ilitch School of Business  
5201 Cass Ave, Rm. 200, Detroit, MI 48202 (313) 577-4505.
### Year Four

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Seventh Semester (15 credits)</th>
<th>Completed/Grade/Term</th>
<th>Eighth Semester (15 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ __________</td>
<td>ANT 3150 (FC): Anthropology of Business (3cr) <em>(Fulfills Foreign Culture requirement)</em></td>
<td>☐ __________</td>
<td>MKT 6996: Marketing Policy (3cr) <em>(Pre-req: MKT 2300, 5410, 5450 and one of the last five courses towards bachelors degree)</em></td>
</tr>
<tr>
<td>☐ __________</td>
<td>MKT Major Elective (see Plan of Work) (3cr) <em>(Pre-req: varies per course)</em></td>
<td>☐ __________</td>
<td>MGT 6890: Strategic Management &amp; Business Policy (3cr) <em>(Pre-req: All core requirements completed and one of the last five courses towards bachelors degree)</em></td>
</tr>
<tr>
<td>☐ __________</td>
<td>Elective (3cr)</td>
<td>☐ __________</td>
<td>Elective (3cr)</td>
</tr>
<tr>
<td>☐ __________</td>
<td>Elective (3cr)</td>
<td>☐ __________</td>
<td>Elective (3cr)</td>
</tr>
<tr>
<td>☐ __________</td>
<td>And select ONE of the following courses: (Each fulfills American Society and Institutions requirement)</td>
<td>☐ __________</td>
<td>And select ONE of the following courses: (Each fulfills American Society and Institutions requirement)</td>
</tr>
<tr>
<td></td>
<td>PS 1010 (AI): American Government (3-4cr)</td>
<td>☐ __________</td>
<td>PS 1010 (AI): American Government (3-4cr)</td>
</tr>
<tr>
<td></td>
<td>PS 1030 (AI): The American Governmental System (3cr)</td>
<td>☐ __________</td>
<td>PS 1030 (AI): The American Governmental System (3cr)</td>
</tr>
<tr>
<td></td>
<td>HIS 1050 (AI): American Civilizations Since WWII (3cr)</td>
<td>☐ __________</td>
<td>HIS 1050 (AI): American Civilizations Since WWII (3cr)</td>
</tr>
</tbody>
</table>

**122 Minimum Semester Hours REQUIRED FOR DEGREE**

### Year Four Road to Success Milestones

**Advising:** Prentis Suite 200 (http://ilitchbusiness.wayne.edu/resources/advising.php)
- ☐ Come in for final advising appointment before applying for degree
- ☐ Graduation!!!

**Business School Career Planning and Placement:** Rands House Suite 240 (http://ilitchbusiness.wayne.edu/careerplanning/)
- ☐ Search for a full time job
- ☐ Meet with Career advisor to finalize career interests/direction
- ☐ Attend Career Day fair
- ☐ If still job searching- Attend as many recruiting events as possible as well as the Winter Career Fair

**Get Involved**
- ☐ Join the Business Alumni Association (http://ilitchbusiness.wayne.edu/alumni/index.php)