# MARKETING - ADVERTISING/COMMUNICATIONS

## UNDERGRADUATE FOUR-YEAR PLAN

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 PLACEMENT EXAM (IF REQUIRED)**

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.*

## Year One

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>First Semester (16 credits)</th>
<th>Completed/Grade/Term</th>
<th>Second Semester (16 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□</td>
<td>BA 1000: Student Success and Career Development for Business Students (1cr)</td>
<td>□</td>
<td>BA 1500: Business Tools and Applications (3cr)</td>
</tr>
<tr>
<td>□</td>
<td>BA 2020: Introduction to Business (2cr)</td>
<td>□</td>
<td>Co-req: BA 2300</td>
</tr>
<tr>
<td>□</td>
<td>ECO 2010 (SI): Principles of Microeconomics (4cr) (min 2.0/C grade) (Fulfills Social Inquiry requirement)</td>
<td>□</td>
<td>BA 2300 (QE): Quantitative Methods I: Probability &amp; Statistics (3cr) (min 2.0/C grade) Co-req: BA 1500</td>
</tr>
<tr>
<td>□</td>
<td>ENG 1020 (BC): Introductory College Writing (3cr) (min 2.0/C grade) (Fulfills Basic Composition Competency requirement) Pre-req: English placement, ACT score or ENG 1010</td>
<td>□</td>
<td>(Fulfills Quantitative Reasoning requirement)</td>
</tr>
<tr>
<td>□</td>
<td>(CI) Cultural Inquiry (3cr) (Fulfills Cultural Inquiry requirement) See the full list of options in Class Schedule</td>
<td>□</td>
<td>ECO 2020 (SI): Principles of Macroeconomics (4cr) (min 2.0/C grade)</td>
</tr>
<tr>
<td>□</td>
<td>(CIV) Civic Literacy (3cr) (Fulfills Civic Literacy Inquiry requirement) PS 1010 recommended</td>
<td>□</td>
<td>ENG 3010 (ICN): Intermediate Writing (3cr) (min 2.0/C grade) (Fulfills Intermediate Composition requirement) Pre-req: ENG 1020</td>
</tr>
<tr>
<td>□</td>
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<td>□</td>
<td>(NSI): Natural Science Inquiry (3cr) (Fulfills Natural Science Inquiry requirement)</td>
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<tr>
<td>□</td>
<td></td>
<td>□</td>
<td>AST 2010 or NFS 2030 recommended</td>
</tr>
</tbody>
</table>

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

## Year One Road to Success Milestones

**Advising:** (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:** (http://ilitchbusiness.wayne.edu/careerplanning/)

- Create wayne.joinhandshake.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)

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Published by: Mike Ilich School of Business, Frederick Hessler Student Success Center
2771 Woodward Ave. Detroit MI 48202 Suite 190
(313) 577-4510.

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Wayne State University  
Mike Ilitch School of Business  
MARKETING - ADVERTISING/COMMUNICATIONS  
UNDERGRADUATE FOUR-YEAR PLAN

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) Pre-req: BA 2500 (min C or higher)</td>
<td>□</td>
<td>ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade) Pre-req: BA 2300, ECO 2010, ACC 3010 (min C or higher)</td>
</tr>
<tr>
<td>□</td>
<td>BA 3400: Quantitative Methods II: Statistical Methods (3cr) Pre-req: BA 2300 (min C or higher)</td>
<td>□</td>
<td>COM 1010 (OC): Oral Communication (3cr) (fulfills Oral Communication Competency requirement)</td>
</tr>
<tr>
<td>□</td>
<td>BLW 2510: Business Law (3cr) Pre-req: BA 2020</td>
<td>□</td>
<td>(GL) Global Learning Inquiry (3cr) (Fulfills Global Learning requirement) See the full list of options in Class Schedule</td>
</tr>
<tr>
<td>□</td>
<td>PSY 1010: Introductory Psychology (4cr) (fulfills Natural Science Inquiry w/ Lab requirement)</td>
<td>□</td>
<td>MGT 2530: Management of Organizational Behavior (3cr) Pre-req: PSY 1010 or 1020</td>
</tr>
<tr>
<td>□</td>
<td>BA 1200 (QR): Personal Financial Planning (3cr)</td>
<td>□</td>
<td>MKT 2300: Marketing Management (3cr) Pre-req: ECO 2010 (min C or higher)</td>
</tr>
</tbody>
</table>

Spring/Summer Semester: Catch up on missed classes

Year Two Road to Success Milestones

**Advising:** (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:** (http://ilitchbusiness.wayne.edu/careerplanning/)
- ☐ Meet with a career advisor to:
  - Create resume and upload to https://wayne.joinhandshake.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 of which you are a member
## MARKETING - ADVERTISING/COMMUNICATIONS

### UNDERGRADUATE FOUR-YEAR PLAN

#### Year Three

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Fifth Semester (15 credits)</th>
<th>Completed/Grade/Term</th>
<th>Sixth Semester (15 credits)</th>
</tr>
</thead>
</table>
| □ □ □ □ □ □ □      | FIN 3290: Business Finance (3cr)  
Pre-req: BA 2300 (min C or higher) | □                                | MKT 5410: Marketing Research & Analysis (3cr)  
Pre-req: BA 3400, MKT 2300 |
|                     | ISM 3630: Business Information Systems (3cr) | □                                | MKT 5450: Consumer Behavior (3cr)  
Pre-req: MKT 2300 |
|                     | GSC 3600: Operations and Supply Chain Management (3cr) | □                                | Elective OR Double Major (3cr) |
|                     | COM 3300 (WI): Business and Professional Presentations (3cr)  
(Fulfills Writing Intensive Competency requirement)  
Pre-req: COM 1010, ENG 3010 (min C or higher) | □                                | Elective OR Double Major (3cr) |
| □ □ □ □ □ □ □      | (DEI) Diversity, Equity and Inclusion (3cr)  
(Fulfills Diversity, Equity and Inclusion requirement) | □                                | Elective OR Double Major (3cr) |

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

### Year Three Road to Success Milestones

#### Advising: ([http://ilitchbusiness.wayne.edu/resources/advising.php](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: ([http://ilitchbusiness.wayne.edu/careerplanning/](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](http://www.amanet.org))
  - American Advertising Federation ([www.aaf.org](http://www.aaf.org))
### Year Four

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Seventh Semester (15 credits)</th>
<th>Completed/Grade/Term</th>
<th>Eighth Semester (14 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| □ __________         | MKT 5490: Principles of Advertising (3cr)  
Pre-req: MKT 2300 | □ __________         | MGT 6890: Strategic Management & Business Policy (3cr)  
Pre-req: All Core, Foundation, and Gen Ed requirements completed and one of the last five courses towards bachelors degree |
| □ __________         | MKT Major Elective (See Academic Plan) (3cr)  
Pre-req: varies per course | □ __________         | MKT 6996: Marketing Policy (3cr)  
Pre-req: MKT 2300, 5410, 5450 |
| □ __________         | MKT Major Elective (See Academic Plan) (3cr)  
Pre-req: varies per course |                   | Elective OR Double Major Capstone (3cr) |
| □ __________         | OR Internship in your Major (3cr)  
Pre-req: Junior status, 3.0 GPA, 12 business credits | □ __________         | Elective (3cr) |
| □ __________         | Elective OR Double Major (3cr) | □ __________         | Elective (3cr) |
| □ __________         | Elective OR Double Major (3cr) | □ __________         |                                |

122 Minimum Semester Hours - REQUIRED FOR DEGREE

### Year Four Road to Success Milestones

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

**Business School Career Planning and Placement:** (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)