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

**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)
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**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>
</table>
| □                    | ACC 3010: Introduction to Financial Accounting (3cr) (min 2.0/C grade)  
                      Pre-req: BA 2300 min C or higher | □                    | ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade)  
                      Pre-req: BA 2300, ACC 3010, ECO 2010 min C or higher |
| □                    | BLW 2510: Business Law (3cr)  
                      Pre-req: BA 2020 | □                    | FIN 3290: Business Finance (3cr)  
                      Pre-req: BA 2300 min C or higher |
| □                    | ECO 2020 (SS): Principles of Macroeconomics (4cr) (min 2.0/C grade) | □                    | GSC 3600: Operations and Supply Chain Management (3cr) |
| □                    | MGT 2530: Management of Organizational Behavior (3cr)  
                      Pre-req: PSY 1010 or 1020 | □                    | ISM 3630: Business Information Systems (3cr)  
                      Pre-req: BA 2300 min C or higher |
| □                    | MKT 2300: Marketing Management (3cr)  
                      Pre-req: ECO 2010 min C or higher | □                    | And select ONE of the following courses:  
                      (Each fulfills Visual and Performing Arts requirement)  
                      ENG 2450 (VP): Introduction to Film (4cr)  
                      DNC 2000 (VP): Introduction to World Dance (4cr)  
                      MUH 1340 (VP): Music Appreciation: World Music (3cr) |

**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**: Rands 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

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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)
### 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>
</table>
| □ _________ | ANT 3150 (FC): Anthropology of Business (3cr)  
(Fulfills Foreign Culture requirement) | □ _________ | MKT 6996: Marketing Policy (3cr)  
Pre-req: MKT 2300, 5410, 5450 and one of the last five courses towards bachelors degree |
| □ _________ | MKT Major Elective (see Plan of Work) (3cr)  
Pre-req: varies per course | □ _________ | MGT 6890: Strategic Management & Business Policy (3cr)  
Pre-req: All core requirements completed and one of the last five courses towards bachelors degree |
| □ _________ | Elective (3cr) | □ _________ | Elective (3cr) |
| □ _________ | Elective (3cr) | □ _________ | Elective (3cr) |
| □ _________ | And select ONE of the following courses:  
(Each fulfills American Society and Institutions requirement) | □ _________ | |  
| PS 1010 (AI): American Government (3-4cr)  
PS 1030 (AI): The American Governmental System (3cr)  
HIS 1050 (AI): American Civilizations Since WWII (3cr) | | | |

**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)