Wayne State University
Mike Ilitch School of Business

UNDERGRADUATE COURSE SCHEDULING FOR
MARKETING–MANAGEMENT

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.

Year One

<table>
<thead>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
<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>
</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, 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>
</tr>
<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>
</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 (http://www.amanet.org)
- Join one of the many University student organizations: (http://doso.wayne.edu/list-of-student-organizations.html)
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Mike Ilitch School of Business  
UNDERGRADUATE COURSE SCHEDULING FOR  
MARKETING– MANAGEMENT  

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](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/](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](http://ilitchbusiness.wayne.edu/organizations/index.php)), especially one of the marketing related student organizations: American Marketing Association ([http://www.amanet.org](http://www.amanet.org))
- □ Join one of the many University student organizations: ([http://doso.wayne.edu/list-of-student-organizations.html](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/Grade/Term</th>
<th>Fifth Semester (15 credits)</th>
<th>Completed/Grade/Term</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 5450: Consumer Behavior (3cr)  
*Pre-req: MKT 2300* |
| □ __________________ | MKT 5410: Marketing Research & Analysis (3cr)  
*Pre-req: BA 3400, MKT 2300* | □ __________________ | Elective (3cr) |
| □ __________________ | MKT Major Elective (see Plan of Work) (3cr)  
*Pre-req: varies per course*  
OR Internship in your Major (3cr)  
*Pre-req: Junior status, 3.0 GPA, MKT 2300, 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) |
| □ __________________ | Elective (3cr) | □ __________________ | And select ONE of the following courses:  
*(Each fulfills Physical Science requirement)*  
**Must be taken with lab if PST 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](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/](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
- □ 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 Management Association ([www.ama.org](http://www.ama.org))
  - ⇒ American Marketing Association ([www.amanet.org](http://www.amanet.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>
<tbody>
<tr>
<td>☐</td>
<td>ANT 3150 (FC): Anthropology of Business (3cr) (Fulfills Foreign Culture requirement)</td>
<td>☐</td>
<td>MKT 6996: Marketing Policy (3cr) (Pre-req: MKT 2300, 5410, 5450 and one of the last five courses towards bachelors degree)</td>
</tr>
<tr>
<td>☐</td>
<td>MKT Major Elective (see Plan of Work) (3cr) (Pre-req: varies per course)</td>
<td>☐</td>
<td>MGT 6890: Strategic Management &amp; Business Policy (3cr) (Pre-req: All core requirements completed and one of the last five courses towards bachelors degree)</td>
</tr>
<tr>
<td>☐</td>
<td>MKT Major Elective (see Plan of Work) (3cr) (Pre-req: varies per course)</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) PS 1010 (AI): American Government (3-4cr)</td>
<td>☐</td>
<td>Elective (3cr)</td>
</tr>
<tr>
<td>☐</td>
<td>PS 1030 (AI): The American Governmental System (3cr)</td>
<td>☐</td>
<td>Elective (3cr)</td>
</tr>
<tr>
<td>☐</td>
<td>HIS 1050 (AI): American Civilizations Since WWII (3cr)</td>
<td>☐</td>
<td>Elective (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://business.wayne.edu/alumni/index.php)

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