

Wayne State University  
Mike Ilitch School of Business

**MARKETING W/ ADVERTISING AND COMMUNICATIONS**  
**SPECIALIZATION MAJOR**

UNDERGRADUATE FOUR-YEAR PLAN – EFFECTIVE FALL 2019

The following is a Four-Year Plan designed to assist you in planning your schedule, so 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](http://www.testing.wayne.edu) to schedule the placement exam.  
*\*Students may place below ENG 1020 depending on placement results.*

**Year One**

Completed/ Grade/Term	First Semester (15 credits)	Completed/ Grade/Term	Second Semester (16 credits)
<input type="checkbox"/>	<b>BA 1000: Student Success and Career Development for Business Students (1cr)</b>	<input type="checkbox"/>	<b>ECO 2010 (SI): Principles of Microeconomics (4cr)</b> <i>(min 2.0/C grade) (Fulfills Social Inquiry requirement)</i>
<input type="checkbox"/>	<b>Wayne Experience (WE): (1cr)</b>	<input type="checkbox"/>	<b>ENG 3010 (ICN): Intermediate Writing (3cr)</b> <i>(min 2.0/C grade) (Fulfills Intermediate Composition requirement) Pre-req: ENG 1020</i>
<input type="checkbox"/>	<b>BA 1500: Business Tools and Applications (3cr)</b> <i>Co-req: BA 2300</i>	<input type="checkbox"/>	<b>BA 3400: Quantitative Methods II: Statistical Methods (3cr)</b> <i>Pre-req: BA 2300 (min C or higher)</i>
<input type="checkbox"/>	<b>BA 2300 (QE): Quantitative Methods I: Probability &amp; Statistics (3cr) (min 2.0/C grade)</b> <i>Co-req: BA 1500 (Fulfills Quantitative Reasoning requirement)</i>	<input type="checkbox"/>	<b>MGT 2530: Management of Organizational Behavior (3cr)</b> <i>Pre-req: PSY 1010 or 1020</i>
<input type="checkbox"/>	<b>ENG 1020 (BC): Introductory College Writing (3cr)</b> <i>(min 2.0/C grade) (Fulfills Basic Composition Competency requirement) Pre-req: English placement, ACT score or ENG 1010</i>	<input type="checkbox"/>	<b>BA 1200 (QR): Personal Financial Planning (3cr)</b>
<input type="checkbox"/>	<b>PSY 1010: Introductory Psychology (4cr)</b> <i>(fulfills Natural Science Inquiry w/ Lab requirement)</i>		

**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](http://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**

Completed Grade/Term	Third Semester (16 credits)	Completed/ Grade/Term	Fourth Semester (15 credits)
<input type="checkbox"/> _____	<b>ACC 3010: Introduction to Financial Accounting (3cr)</b> (min 2.0/C grade) <i>Pre-req: BA 2300 (min C or higher)</i>	<input type="checkbox"/> _____	<b>ACC 3020: Introduction to Managerial Accounting (3cr)</b> (min 2.0/C grade) <i>Pre-req: BA 2300, ECO 2010, ACC 3010 (min C or higher)</i>
<input type="checkbox"/> _____	<b>ECO 2020 (SI): Principles of Macroeconomics (4cr)</b> (min 2.0/C grade)	<input type="checkbox"/> _____	<b>COM 1010 (OC): Oral Communication (3cr)</b> (fulfills Oral Communication Competency requirement)
<input type="checkbox"/> _____	<b>BLW 2510: Business Law (3cr)</b> <i>Pre-req: BA 2020</i>	<input type="checkbox"/> _____	<b>(GL) Global Learning Inquiry (3cr)</b> (Fulfills Global Learning requirement) See the full list of options in Class Schedule
<input type="checkbox"/> _____	<b>(CIV) Civic Literacy (3-4cr)</b> (Fulfills Civic Literacy Inquiry requirement)	<input type="checkbox"/> _____	<b>(CI) Cultural Inquiry (3cr)</b> (Fulfills Cultural Inquiry requirement) See the full list of options in Class Schedule
<input type="checkbox"/> _____	<b>(NSI): Natural Science Inquiry (3cr)</b> (Fulfills Natural Science Inquiry requirement) <i>AST 2010 or NFS 2030 recommended</i>	<input type="checkbox"/> _____	<b>MKT 2300: Marketing Management (3cr)</b> <i>Pre-req: ECO 2010 (min C or higher)</i>

**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](http://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

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Year Three

Completed/ Grade/Term	Fifth Semester (15 credits)	Completed/ Grade/Term	Sixth Semester (15 credits)
<input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____	<b>MKT 5410: Marketing Research and Analytics (3cr)</b>  <b>FIN 3290: Business Finance (3cr)</b> <i>Pre-req: BA 2300 (min C or higher)</i>  <b>(DEI) Diversity, Equity and Inclusion (3cr)</b> <i>(Fulfills Diversity, Equity and Inclusion requirement)</i> <i>See the full list of options in Class Schedule</i>  <b>GSC 3600: Operations and Supply Chain Management (3cr)</b>  <b>COM 3300 (WI): Business and Professional Presentations (3cr)</b> <i>(Fulfills Writing Intensive Competency requirement)</i> <i>Pre-req: COM 1010, ENG 3010 (min C or higher)</i>	<input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____	<b>MKT 5450: Consumer Behavior (3cr)</b>  <b>MKT 5490: Principles of Advertising (3cr)</b>  <b>ISM 3630: Business Information Systems (3cr)</b>  <b>Elective OR Double Major (3cr)</b>  <b>Elective OR Double Major (3cr)</b>

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

**Year Three 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/>)

- **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**

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Completed/ Grade/Term	Seventh Semester (15 credits)	Completed/ Grade/Term	Eighth Semester (13 credits)
<input type="checkbox"/> _____	MKT 5XXX Major Requirement Course (3cr)	<input type="checkbox"/> _____	<b>MGT 6890: Strategic Management &amp; Business Policy (3cr)</b> <i>Pre-req: All Core, Foundation, and Gen Ed requirements completed and one of the last five courses towards bachelors degree</i>
<input type="checkbox"/> _____	MKT 5800: Introduction to Digital Marketing and Analytics (3cr)	<input type="checkbox"/> _____	MKT 6996: Strategic Marketing (3cr)
<input type="checkbox"/> _____	Elective (3cr) <b>OR Internship in your Major (3cr)</b> <i>Pre-req: Junior status, 3.0 GPA, 12 business credits</i>	<input type="checkbox"/> _____	Elective <b>OR</b> Double Major Capstone (3cr)
<input type="checkbox"/> _____	Elective <b>OR</b> Double Major (3cr)	<input type="checkbox"/> _____	Elective (3-4cr)
<input type="checkbox"/> _____	Elective <b>OR</b> Double Major (3cr)		

**120 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>)