

Wayne State University Mike Ilitch School of Business

MARKETING W/ MANAGEMENT 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 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"/> _____	BA 1000: Student Success and Career Development for Business Students (1cr)	<input type="checkbox"/> _____	ECO 2010 (SI): Principles of Microeconomics (4cr) <i>(min 2.0/C grade) (Fulfills Social Inquiry requirement)</i>
<input type="checkbox"/> _____	Wayne Experience (WE): (1cr)	<input type="checkbox"/> _____	ENG 3010 (ICN): Intermediate Writing (3cr) <i>(min 2.0/C grade) (Fulfills Intermediate Composition requirement) Pre-req: ENG 1020</i>
<input type="checkbox"/> _____	BA 1500: Business Tools and Applications (3cr) <i>Co-req: BA 2300</i>	<input type="checkbox"/> _____	BA 3400: Quantitative Methods II: Statistical Methods (3cr) <i>Pre-req: BA 2300 (min C or higher)</i>
<input type="checkbox"/> _____	BA 2300 (QE): Quantitative Methods I: Probability & Statistics (3cr) (min 2.0/C grade) <i>Co-req: BA 1500 (Fulfills Quantitative Reasoning requirement)</i>	<input type="checkbox"/> _____	MGT 2530: Management of Organizational Behavior (3cr) <i>Pre-req: PSY 1010 or 1020</i>
<input type="checkbox"/> _____	ENG 1020 (BC): Introductory College Writing (3cr) <i>(min 2.0/C grade) (Fulfills Basic Composition Competency requirement) Pre-req: English placement, ACT score or ENG 1010</i>	<input type="checkbox"/> _____	BA 1200 (QR): Personal Financial Planning (3cr)
<input type="checkbox"/> _____	PSY 1010: Introductory Psychology (4cr) <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)
- 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"/> _____	ACC 3010: Introduction to Financial Accounting (3cr) (min 2.0/C grade) <i>Pre-req: BA 2300 (min C or higher)</i>	<input type="checkbox"/> _____	ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade) <i>Pre-req: BA 2300, ECO 2010, ACC 3010 (min C or higher)</i>
<input type="checkbox"/> _____	ECO 2020 (SI): Principles of Macroeconomics (4cr) (min 2.0/C grade)	<input type="checkbox"/> _____	COM 1010 (OC): Oral Communication (3cr) <i>(fulfills Oral Communication Competency requirement)</i>
<input type="checkbox"/> _____	BLW 2510: Business Law (3cr) <i>Pre-req: BA 2020</i>	<input type="checkbox"/> _____	(GL) Global Learning Inquiry (3cr) <i>(Fulfills Global Learning requirement) See the full list of options in Class Schedule</i>
<input type="checkbox"/> _____	(CIV) Civic Literacy (3-4cr) <i>(Fulfills Civic Literacy Inquiry requirement)</i>	<input type="checkbox"/> _____	(CI) Cultural Inquiry (3cr) <i>(Fulfills Cultural Inquiry requirement) See the full list of options in Class Schedule</i>
<input type="checkbox"/> _____	(NSI): Natural Science Inquiry (3cr) <i>(Fulfills Natural Science Inquiry requirement) AST 2010 or NFS 2030 recommended</i>	<input type="checkbox"/> _____	MKT 2300: Marketing Management (3cr) <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)
- 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"/> _____	MKT 5410: Marketing Research and Analytics (3cr) FIN 3290: Business Finance (3cr) <i>Pre-req: BA 2300 (min C or higher)</i> (DEI) Diversity, Equity and Inclusion (3cr) <i>(Fulfills Diversity, Equity and Inclusion requirement)</i> <i>See the full list of options in Class Schedule</i> GSC 3600: Operations and Supply Chain Management (3cr) COM 3300 (WI): Business and Professional Presentations (3cr) <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"/> _____	MKT 5450: Consumer Behavior (3cr) MKT 5XXX Major Requirement Course (3cr) ISM 3630: Business Information Systems (3cr) Elective OR Double Major (3cr) 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>)

- 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)
- American Advertising Federation (www.aaf.org)

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Year Four

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"/> _____	MGT 6890: Strategic Management & Business Policy (3cr) <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 5XXX: Major Requirement (3cr)	<input type="checkbox"/> _____	MKT 6996 Strategic Marketing (3cr)
<input type="checkbox"/> _____	Elective (3cr) OR Internship in your Major (3cr) <i>Pre-req: Junior status, 3.0 GPA, 12 business credits</i>	<input type="checkbox"/> _____	Elective OR Double Major Capstone (3cr)
<input type="checkbox"/> _____	Elective OR Double Major (3cr)	<input type="checkbox"/> _____	Elective (3-4cr)
<input type="checkbox"/> _____	Elective OR 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>)