

Wayne State University
Mike Ilitch School of Business

Marketing – Concentration in Advertising Strategy
UNDERGRADUATE FOUR-YEAR PLAN – EFFECTIVE FALL 2021

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 Self-Placement Exam:**

Please go to https://waynestate.az1.qualtrics.com/jfe/form/SV_51tdBET1gqvs3eB for the exam.

**Students may place below ENG 1020 depending on self-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)</i> <i>Pre-req: ENG 1020(min 2.0/C grade)</i>
<input type="checkbox"/> _____	BA 1500: Business Tools and Applications (3cr) <i>(min 2.0/ C grade) Co-req: BA 2300</i>	<input type="checkbox"/> _____	BA 3400: Quantitative Methods II: Statistical Methods (3cr) <i>(min C- grade)</i> <i>Pre-req: BA 2300 (min 2.0/C grade)</i>
<input type="checkbox"/> _____	BA 2300 (QE): Quantitative Methods I: Probability & Statistical Inference (3cr) <i>(min 2.0/C grade) 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)</i>	<input type="checkbox"/> _____	BA 1200 (QR): Personal Financial Planning (3cr) <i>(Highly recommended elective course for all business students)</i>
<input type="checkbox"/> _____	PSY 1010: Introductory Psychology (4cr) <i>(fulfills Natural Science Inquiry w/ Lab requirement)</i>	<input type="checkbox"/> _____	

Spring/Summer Semester: Catch up on missed classes

Year One Road to Success Milestones

Advising: Frederick Hessler Student Success Center (<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/>)
- 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 <https://doso.wayne.edu/getinvolved/past-orgs>

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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 2.0/C grade)</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 2.0/C grade)</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) (min 2.0/C grade) (fulfills Oral Communication Competency requirement)
<input type="checkbox"/> _____	BLW 2510: Business Law (3cr)	<input type="checkbox"/> _____	(GL) Global Learning Inquiry (3cr) (Fulfills Global Learning requirement) <i>ANT 3150 recommended</i>
<input type="checkbox"/> _____	(CIV) Civic Literacy (3-4cr) (Fulfills Civic Literacy Inquiry requirement)	<input type="checkbox"/> _____	(CI) Cultural Inquiry (3cr) (Fulfills Cultural Inquiry requirement)
<input type="checkbox"/> _____	(NSI): Natural Science Inquiry (3cr) (Fulfills Natural Science Inquiry requirement) <i>AST 2010 or NFS 2030 recommended</i>	<input type="checkbox"/> _____	MKT 2300: Marketing Management (3cr) (min C- grade) <i>Pre-req: ECO 2010 (min 2.0/C grade)</i>

Spring/Summer Semester: Catch up on missed classes

Year Two Road to Success Milestones

Advising: Frederick Hessler Student Success Center (<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 (<https://www.amanet.org/>)
- Join one the many University student organizations (<https://doso.wayne.edu/getinvolved/past-orgs>)
- 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"/> _____	MKT 5410: Marketing Research and Analytics (3cr) (min C- grade) <i>Pre req: MKT 2300, BA 3400(min C- grade)</i>	<input type="checkbox"/> _____	MKT 5490: Principles of Advertising (3cr) <i>Pre req: MKT 2300 (min C- grade)</i>
<input type="checkbox"/> _____	FIN 3290: Business Finance (3cr) <i>Pre-req: BA 2300 (min 2.0/C grade)</i>	<input type="checkbox"/> _____	ISM 3630: Business Information Systems (3cr)
<input type="checkbox"/> _____	(DEI) Diversity, Equity and Inclusion (3cr) (Fulfills Diversity, Equity, and Inclusion requirement) <i>BA 1040 Recommended</i>	<input type="checkbox"/> _____	Elective OR Double Major (3cr)
<input type="checkbox"/> _____	GSC 3600: Operations and Supply Chain Management (3cr)	<input type="checkbox"/> _____	Elective OR Double Major (3cr)
<input type="checkbox"/> _____	COM 3300 (WI): Business and Professional Presentations (3cr) <i>Pre-req: COM 1010, ENG 3010 (min 2.0/C grade)</i>	<input type="checkbox"/> _____	MKT 5450: Consumer Behavior (3cr) (min C- grade) <i>Pre req: MKT 2300</i>

Spring/Summer Semester: Catch up on missed classes

Year Three Road to Success Milestones

Year Three Road to Success Milestones

Advising: Frederick Hessler Student Success Center: (<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 5500 or MKT 5510 or MKT 5850 (3cr) <i>Pre-req: MKT 5490 (min C- grade)</i>	<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 bachelor's degree</i>
<input type="checkbox"/> _____	MKT 5800: Digital Marketing and Analytics (3cr) <i>Pre-req: MKT 2300 (min C- grade)</i>	<input type="checkbox"/> _____	MKT 6996 Strategic Marketing (3cr) <i>Pre-req: MKT 2300, MKT 5410, MKT 5450 (min C- grade)</i>
<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

Year Four Road to Success Milestones

Advising: Frederick Hessler Student Success Center: (<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 full time job and be sure to 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>)