

# 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](http://www.testing.wayne.edu) to schedule the placement exam.

*\*Students may place below ENG 1020 depending on placement results.*

### Year One

Completed/	First Semester (15 credits)	Completed/	Second Semester (16 credits)
<input type="checkbox"/>	<b>BA 1010 (CT): Critical Thinking for Consumer Decisions (3cr)</b> <i>(Fulfills Critical Thinking requirement)</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 2020: Introduction to Business (3cr)</b>	<input type="checkbox"/>	<b>COM 1010 (OC): Oral Communication (3cr)</b> <i>(fulfills Oral Communication Competency requirement)</i>
<input type="checkbox"/>	<b>BA 2300: Quantitative Methods I: Probability &amp; Statistics (3cr)</b> <i>(min 2.0/C grade)</i>	<input type="checkbox"/>	<b>ECO 2010 (SS): Principles of Microeconomics (4cr)</b> <i>(min 2.0/C grade) (Fulfills Social Sciences requirement)</i>
<input type="checkbox"/>	<b>* ENG 1020 (BC): Introductory College Writing (3cr)</b> <i>(min 2.0/C grade)</i> <i>(Fulfills Basic Composition Competency requirement)</i> <i>Pre-req: English placement, ACT score, ENG 1010</i>	<input type="checkbox"/>	<b>ENG 3010 (IC): Intermediate Writing (3cr)</b> <i>(min 2.0/C grade) (Fulfills Intermediate Composition requirement)</i> <i>Pre-req: ENG 1020 min C or higher</i>
<input type="checkbox"/>	<b>PSY 1010 or 1020 (LS): Introduction to Psychology (3-4cr)</b> <i>(Fulfills Life Science requirement)</i>	<input type="checkbox"/>	<b>PHI 1120 (PL): Professional Ethics (3cr)</b> <i>(Fulfills Philosophy and Letters requirement)</i>

**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](http://www.amanet.org))
- Join one the many University student organizations (<http://doso.wayne.edu/list-of-student-organizations.html>)

Wayne State University  
Mike Ilitch School of Business

UNDERGRADUATE COURSE SCHEDULING FOR  
**MARKETING– ADVERTISING/COMMUNICATION**

**Year Two**

Completed/ Grade/Term	Third Semester (16 credits)	Completed/ Grade/Term	Fourth Semester (15 credits)
<input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____	<b>ACC 3010: Introduction to Financial Accounting (3cr)</b> <i>(min 2.0/C grade)</i> <i>Pre-req: BA 2300 min C or higher</i>  <b>BLW 2510: Business Law (3cr)</b> <i>Pre-req: BA 2020</i>  <b>ECO 2020 (SS): Principles of Macroeconomics (4cr)</b> <i>(min 2.0/C grade)</i>  <b>MGT 2530: Management of Organizational Behavior (3cr)</b> <i>Pre-req: PSY 1010 or 1020</i>  <b>MKT 2300: Marketing Management (3cr)</b> <i>Pre-req: ECO 2010 min C or higher</i>	<input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____  <input type="checkbox"/> _____	<b>ACC 3020: Introduction to Managerial Accounting (3cr)</b> <i>(min 2.0/C grade)</i> <i>Pre-req: BA 2300, ACC 3010, ECO 2010 min C or higher</i>  <b>FIN 3290: Business Finance (3cr)</b> <i>Pre-req: BA 2300 min C or higher</i>  <b>GSC 3600: Operations and Supply Chain Management (3cr)</b>  <b>ISM 3630: Business Information Systems (3cr)</b> <i>Pre-req: BA 2300 min C or higher</i>  <b>And select ONE of the following courses:</b> <i>(Each fulfills Visual and Performing Arts requirement)</i> <b>ENG 2450 (VP): Introduction to Film (4cr)</b> <b>DNC 2000 (VP): Introduction to World Dance (4cr)</b> <b>MUH 1340 (VP): Music Appreciation: World Music (3cr)</b>

**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](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 you are a member of

Wayne State University  
Mike Ilitch School of Business

UNDERGRADUATE COURSE SCHEDULING FOR  
**MARKETING– ADVERTISING/COMMUNICATION**

**Year Three**

Completed/	Fifth Semester (15 credits)	Completed/	Sixth Semester (15 credits)
<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<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>  <b>MKT 5410: Marketing Research &amp; Analysis (3cr)</b> <i>Pre-req: BA 3400, MKT 2300</i>  <b>MKT 5450: Consumer Behavior (3cr)</b> <i>Pre-req: MKT 2300</i>  <b>Elective (3cr)</b>  <b>And select ONE of the following courses:</b> <i>(Each fulfills Historical Studies requirement)</i> <b>HIS 1400 (HS): The World Since 1945 (3cr)</b> <b>HIS 1995 (HS): Society &amp; Economic Transition (3cr)</b>	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	<b>MKT 5490: Principles of Advertising (3cr)</b> <i>Pre-req: MKT 2300</i>  <b>MKT Major Elective (see Plan of Work) (3cr)</b> <i>Pre-req: varies per course</i> <b>OR Internship in your Major (3cr)</b> <i>Pre-req: Junior status, 3.0 GPA, MKT 2300 (min C or higher 12 business credits)</i> <b>Elective (3cr)</b>  <b>Elective (3cr)</b>  <b>And select ONE of the following courses:</b> <i>(Each fulfills Physical Science requirement)</i> <i>(**Must be taken with lab if PSY 1020 taken for Life Science)</i> <b>AST 2010 &amp; 2011 (PS): Descriptive Astronomy (4cr)</b> <b>CHM 1000 (PS): Chemistry and Your World (4cr)</b> <b>PHY 1020 (PS): Conceptual Physics: The Basic Science (4cr)</b> <b>GEL 1010 (PS): Geology: The Science of the Earth (4cr)</b>

**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](http://www.amanet.org))
  - ⇒ American Advertising Federation ([www.aaf.org](http://www.aaf.org))

Wayne State University  
Mike Ilitch School of Business

UNDERGRADUATE COURSE SCHEDULING FOR  
**MARKETING– ADVERTISING/COMMUNICATION**

**Year Four**

Completed/ Grade/Term	Seventh Semester (15 credits)	Completed/ Grade/Term	Eighth Semester (15 credits)
<input type="checkbox"/> _____	<b>ANT 3150 (FC): Anthropology of Business (3cr)</b> <i>(Fulfills Foreign Culture requirement)</i>	<input type="checkbox"/> _____	<b>MKT 6996: Marketing Policy (3cr)</b> <i>Pre-req: MKT 2300, 5410, 5450 and one of the last five courses towards bachelors degree</i>
<input type="checkbox"/> _____	<b>MKT Major Elective (see Plan of Work) (3cr)</b> <i>Pre-req: varies per course</i>	<input type="checkbox"/> _____	<b>MGT 6890: Strategic Management &amp; Business Policy (3cr)</b> <i>Pre-req: All core requirements completed and one of the last five courses towards bachelors degree</i>
<input type="checkbox"/> _____	<b>Elective (3cr)</b>	<input type="checkbox"/> _____	<b>Elective (3cr)</b>
<input type="checkbox"/> _____	<b>Elective (3cr)</b>	<input type="checkbox"/> _____	<b>Elective (3cr)</b>
<input type="checkbox"/> _____	<b>And select ONE of the following courses:</b> <i>(Each fulfills American Society and Institutions requirement)</i> <b>PS 1010 (AI): American Government (3-4cr)</b> <b>PS 1030 (AI): The American Governmental System (3cr)</b> <b>HIS 1050 (AI): American Civilizations Since WWII (3cr)</b>	<input type="checkbox"/> _____	<b>Elective (3cr)</b>

**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>)