

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

Completed/	First Semester (15 credits)	Completed/	Second Semester (16 credits)
<input type="checkbox"/> _____	BA 1010 (CT): Critical Thinking for Consumer Decisions (3cr) (Fulfills Critical Thinking requirement)	<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 2020: Introduction to Business (3cr)	<input type="checkbox"/> _____	COM 1010 (OC): Oral Communication (3cr) <i>(fulfills Oral Communication Competency requirement)</i>
<input type="checkbox"/> _____	BA 2300: Quantitative Methods I: Probability & Statistics (3cr) (min 2.0/C grade)	<input type="checkbox"/> _____	ECO 2010 (SS): Principles of Microeconomics (4cr) <i>(min 2.0/C grade) (Fulfills Social Sciences requirement)</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, ENG 1010</i>	<input type="checkbox"/> _____	ENG 3010 (IC): Intermediate Writing (3cr) <i>(min 2.0/C grade) (Fulfills Intermediate Composition requirement) Pre-req: ENG 1020 min C or higher</i>
<input type="checkbox"/> _____	PSY 1010 or 1020 (LS): Introduction to Psychology (3-4cr) (Fulfills Life Science requirement)	<input type="checkbox"/> _____	PHI 1120 (PL): Professional Ethics (3cr) <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 (<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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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"/> _____	ACC 3010: Introduction to Financial Accounting (3cr) (min 2.0/C grade) <i>Pre-req: BA 2300 min C or higher</i> BLW 2510: Business Law (3cr) <i>Pre-req: BA 2020</i> ECO 2020 (SS): Principles of Macroeconomics (4cr) (min 2.0/C grade) MGT 2530: Management of Organizational Behavior (3cr) <i>Pre-req: PSY 1010 or 1020</i> MKT 2300: Marketing Management (3cr) <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"/> _____	ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade) <i>Pre-req: BA 2300, ACC 3010, ECO 2010 min C or higher</i> FIN 3290: Business Finance (3cr) <i>Pre-req: BA 2300 min C or higher</i> GSC 3600: Operations and Supply Chain Management (3cr) ISM 3630: Business Information Systems (3cr) <i>Pre-req: BA 2300 min C or higher</i> And select ONE of the following courses: <i>(Each fulfills Visual and Performing Arts requirement)</i> 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>)

- 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 (<http://www.amanet.org>)
- Join one of 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

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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"/> _____	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> MKT 5410: Marketing Research & Analysis (3cr) <i>Pre-req: BA 3400, MKT 2300</i> MKT Major Elective (see Plan of Work) (3cr) <i>Pre-req: varies per course</i> OR Internship in your Major (3cr) <i>Pre-req: Junior status, 3.0 GPA, MKT 2300, 12 business credits</i> Elective (3cr) Elective (3cr)	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	MKT 5450: Consumer Behavior (3cr) <i>Pre-req: MKT 2300</i> Elective (3cr) Elective (3cr) And select ONE of the following courses: <i>(Each fulfills Historical Studies requirement)</i> HIS 1400 (HS): The World Since 1945 (3cr) HIS 1995 (HS): Society & Economic Transition (3cr) And select ONE of the following courses: <i>(Each fulfills Physical Science requirement)</i> <i>(**Must be taken with lab if PSY 1020 taken for Life Science)</i> 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>)

- 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
- 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)
 - ⇒ American Marketing Association (www.amanet.org)

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Year Four

Completed/ Grade/Term	Seventh Semester (15 credits)	Completed/ Grade/Term	Eighth Semester (15 credits)
<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	ANT 3150 (FC): Anthropology of Business (3cr) <i>(Fulfills Foreign Culture requirement)</i> MKT Major Elective (see Plan of Work) (3cr) <i>Pre-req: varies per course</i> MKT Major Elective (see Plan of Work) (3cr) <i>Pre-req: varies per course</i> Elective (3cr) And select ONE of the following courses: <i>(Each fulfills American Society and Institutions requirement)</i> PS 1010 (AI): American Government (3-4cr) PS 1030 (AI): The American Governmental System (3cr) HIS 1050 (AI): American Civilizations Since WWII (3cr)	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	MKT 6996: Marketing Policy (3cr) <i>Pre-req: MKT 2300, 5410, 5450 and one of the last five courses towards bachelors degree</i> MGT 6890: Strategic Management & Business Policy (3cr) <i>Pre-req: All core requirements completed and one of the last five courses towards bachelors degree</i> Elective (3cr) Elective (3cr) Elective (3cr)
<u>122 Minimum Semester Hours</u> 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>)