

Wayne State University
Mike Ilitch School of Business
MARKETING - ADVERTISING/COMMUNICATIONS
UNDERGRADUATE FOUR-YEAR PLAN

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 (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 (16 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"/>	BA 1500: Business Tools and Applications (3cr) <i>Co-req: BA 2300</i>
<input type="checkbox"/>	BA 2020: Introduction to Business (2cr)	<input type="checkbox"/>	BA 2300 (QE): Quantitative Methods I: Probability & Statistics (3cr) (min 2.0/C grade) <i>Co-req: BA 1500</i> <i>(Fulfills Quantitative Reasoning requirement)</i>
<input type="checkbox"/>	ECO 2010 (SI): Principles of Microeconomics (4cr) <i>(min 2.0/C grade) (Fulfills Social Inquiry requirement)</i>	<input type="checkbox"/>	ECO 2020 (SI): Principles of Macroeconomics (4cr) <i>(min 2.0/C grade)</i>
<input type="checkbox"/>	ENG 1020 (BC): Introductory College Writing (3cr) <i>(min 2.0/C grade)</i> <i>(Fulfills Basic Composition Competency requirement)</i> <i>Pre-req: English placement, ACT score or ENG 1010</i>	<input type="checkbox"/>	ENG 3010 (ICN): Intermediate Writing (3cr) <i>(min 2.0/C grade)</i> <i>(Fulfills Intermediate Composition requirement)</i> <i>Pre-req: ENG 1020</i>
<input type="checkbox"/>	(CI) Cultural Inquiry (3cr) <i>(Fulfills Cultural Inquiry requirement)</i> <i>See the full list of options in Class Schedule</i>	<input type="checkbox"/>	(NSI): Natural Science Inquiry (3cr) <i>(Fulfills Natural Science Inquiry requirement)</i> <i>AST 2010 or NFS 2030 recommended</i>
<input type="checkbox"/>	(CIV) Civic Literacy (3cr) <i>Fulfills Civic Literacy Inquiry requirement)</i> <i>PS 1010 recommended</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>)

Wayne State University
Mike Ilitch School of Business

MARKETING - ADVERTISING/COMMUNICATIONS
UNDERGRADUATE FOUR-YEAR PLAN

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"/> _____	BA 3400: Quantitative Methods II: Statistical Methods (3cr) <i>Pre-req: BA 2300 (min C or higher)</i>	<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)</i> <i>See the full list of options in Class Schedule</i>
<input type="checkbox"/> _____	PSY 1010: Introductory Psychology (4cr) <i>(fulfills Natural Science Inquiry w/ Lab requirement)</i>	<input type="checkbox"/> _____	MGT 2530: Management of Organizational Behavior (3cr) <i>Pre-req: PSY 1010 or 1020</i>
<input type="checkbox"/> _____	BA 1200 (QR): Personal Financial Planning (3cr)	<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

Wayne State University
Mike Ilitch School of Business

MARKETING - ADVERTISING/COMMUNICATIONS
UNDERGRADUATE FOUR-YEAR PLAN

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"/> _____	FIN 3290: Business Finance (3cr) <i>Pre-req: BA 2300 (min C or higher)</i> ISM 3630: Business Information Systems (3cr) 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> (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>	<input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____	MKT 5410: Marketing Research & Analysis (3cr) <i>Pre-req: BA 3400, MKT 2300</i> MKT 5450: Consumer Behavior (3cr) <i>Pre-req: MKT 2300</i> Elective OR Double Major (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)

Wayne State University
Mike Ilitch School of Business

MARKETING - ADVERTISING/COMMUNICATIONS
UNDERGRADUATE FOUR-YEAR PLAN

Year Four

Completed/ Grade/Term	Seventh Semester (15 credits)	Completed/ Grade/Term	Eighth Semester (14 credits)
<input type="checkbox"/> _____	MKT 5490: Principles of Advertising (3cr) <i>Pre-req: MKT 2300</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 bachelors degree</i>
<input type="checkbox"/> _____	MKT Major Elective (See Academic Plan) (3cr) <i>Pre-req: varies per course</i>	<input type="checkbox"/> _____	MKT 6996: Marketing Policy (3cr) <i>Pre-req: MKT 2300, 5410, 5450</i>
<input type="checkbox"/> _____	MKT Major Elective (See Academic Plan) (3cr) <i>Pre-req: varies per course</i>	<input type="checkbox"/> _____	Elective OR Double Major Capstone (3cr)
<input type="checkbox"/> _____	OR Internship in your Major (3cr) <i>Pre-req: Junior status, 3.0 GPA, 12 business credits</i>	<input type="checkbox"/> _____	Elective (3cr)
<input type="checkbox"/> _____	Elective OR Double Major (3cr)	<input type="checkbox"/> _____	Elective (2cr)
<input type="checkbox"/> _____	Elective OR Double Major (3cr)	<input type="checkbox"/> _____	

122 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>)