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_51tdBET1gcqv3eB for the exam.
*Students may place below ENG 1020 depending on self-placement results.

<table>
<thead>
<tr>
<th>Year One</th>
<th>First Semester (15 credits)</th>
<th>Second Semester (16 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completed/Grade/Term</td>
<td>BA 1000: Student Success and Career Development for Business Students (1cr)</td>
<td>ECO 2010 (SI): Principles of Microeconomics (4cr) (min 2.0/C grade) (Fulfills Social Inquiry requirement)</td>
</tr>
<tr>
<td></td>
<td>Wayne Experience (WE): (1cr)</td>
<td>EN 3010 (ICN): Intermediate Writing (3cr) (min 2.0/C grade) (Fulfills Intermediate Composition requirement)</td>
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<tr>
<td></td>
<td>BA 1500: Business Tools and Applications (3cr) (min 2.0/C grade) Co-req: BA 2300</td>
<td>Pre-req: ENG 1020 (min 2.0/C grade)</td>
</tr>
<tr>
<td></td>
<td>BA 2300 (QE): Quantitative Methods I: Probability &amp; Statistical Inference (3cr) (min 2.0/C grade) Co-req: BA 1500 (Fulfills Quantitative Reasoning requirement)</td>
<td>BA 3400: Quantitative Methods II: Statistical Methods (3cr) (min C-grade)</td>
</tr>
<tr>
<td></td>
<td>ENG 1020 (BC): Introductory College Writing (3cr) (min 2.0/C grade) (Fulfills Basic Composition Competency requirement)</td>
<td>Pre-req: BA 2300 (min 2.0/C grade)</td>
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<tr>
<td></td>
<td>PSY 1010: Introductory Psychology (4cr) (fulfills Natural Science Inquiry w/ Lab requirement)</td>
<td>MGT 2530: Management of Organizational Behavior (3cr)</td>
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<td></td>
<td></td>
<td>Pre-req: PSY 1010 or 1020</td>
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<td></td>
<td></td>
<td>BA 1200 (QR): Personal Financial Planning (3cr) (Highly recommended elective course for all business students)</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Completed Grade/Term</th>
<th>Third Semester (16 credits)</th>
<th>Completed/Grade/Term</th>
<th>Fourth Semester (15 credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>□________</td>
<td>ACC 3010: Introduction to Financial Accounting (3cr) (min 2.0/C grade) Pre-req: BA 2300 (min 2.0/C grade)</td>
<td>□________</td>
<td>ACC 3020: Introduction to Managerial Accounting (3cr) (min 2.0/C grade) Pre-req: BA 2300, ECO 2010, ACC 3010 (min 2.0/C grade)</td>
</tr>
<tr>
<td>□________</td>
<td>ECO 2020 (SI): Principles of Macroeconomics (4cr) (min 2.0/C grade)</td>
<td>□________</td>
<td>COM 1010 (OC): Oral Communication (3cr) (min 2.0/C grade) (fulfills Oral Communication Competency requirement)</td>
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<tr>
<td>□________</td>
<td>BLW 2510: Business Law (3cr)</td>
<td>□________</td>
<td>(GL) Global Learning Inquiry (3cr) (Fulfills Global Learning requirement) ANT 3150 recommended</td>
</tr>
<tr>
<td>□________</td>
<td>(CIV) Civic Literacy (3-4cr) (Fulfills Civic Literacy Inquiry requirement)</td>
<td>□________</td>
<td>(CI) Cultural Inquiry (3cr) (Fulfills Cultural Inquiry requirement) MKT 2300: Marketing Management (3cr) (min C-grade) Pre-req: ECO 2010 (min 2.0/C grade)</td>
</tr>
<tr>
<td>□________</td>
<td>(NSI): Natural Science Inquiry (3cr) (Fulfills Natural Science Inquiry requirement) AST 2010 or NFS 2030 recommended</td>
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</tbody>
</table>

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

Published by: Mike Ilitch School of Business, Frederick Hessler Student Success Center
2771 Woodward Ave. Detroit MI 48202 Suite 101
(313) 577-4510 or 313-577-4505
Wayne State University  
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Year Three

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Fifth Semester (15 credits)</th>
<th>Completed/Grade/Term</th>
<th>Sixth Semester (15 credits)</th>
</tr>
</thead>
</table>
|                      | MKT 5410: Marketing Research and Analytics (3cr)  
Pre req: MKT 2300, BA 3400 (min C- grade) |                      | MKT 5490: Principles of Advertising (3cr)  
Pre req: MKT 2300 (min C- grade) |
|                      | FIN 3290: Business Finance (3cr)  
Pre req: BA 2300 (min 2.0/C grade) |                      | ISM 3630: Business Information Systems (3cr) |
|                      | (DEI) Diversity, Equity and Inclusion (3cr)  
(Fulfills Diversity, Equity, and Inclusion requirement)  
BA 1040 Recommended |                      | Elective OR Double Major (3cr) |
|                      | GSC 3600: Operations and Supply Chain Management (3cr) |                      | Elective OR Double Major (3cr) |
|                      | COM 3300 (WI): Business and Professional Presentations (3cr)  
Pre req: COM 1010, ENG 3010 (min 2.0/C grade) |                      | MKT 5450: Consumer Behavior (3cr) (min C- grade)  
Pre req: MKT 2300 |

Spring/Summer Semester: Catch up on missed classes

Year Three Road to Success Milestones

Advising: Frederick Hessler Student Success Center: [http://ilitchbusiness.wayne.edu/resources/advising.php](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/](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))
Year Four

<table>
<thead>
<tr>
<th>Completed/Grade/Term</th>
<th>Seventh Semester (15 credits)</th>
<th>Completed/Grade/Term</th>
<th>Eighth Semester (13 credits)</th>
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<tbody>
<tr>
<td>□ □ □ □ □ □ □ □ □</td>
<td>MKT 5500 or MKT 5510 or MKT 5850 (3cr) Pre-req: MKT 5490 (min C-grade)</td>
<td>□ □ □ □ □ □ □ □</td>
<td>MGT 6890: Strategic Management &amp; Business Policy (3cr) Pre-req: All Core, Foundation, and Gen Ed requirements completed and one of the last five courses towards bachelor's degree</td>
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<td>MKT 5800: Digital Marketing and Analytics (3cr) Pre-req: MKT 2300 (min C-grade)</td>
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<td>MKT 6996 Strategic Marketing (3cr) Pre-req: MKT 2300, MKT 5410, MKT 5450 (min C-grade)</td>
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<td>□ □ □ □ □ □ □ □ □</td>
<td>Elective (3cr) OR Internship in your Major (3cr) Pre-req: Junior status, 3.0 GPA, 12 business credits</td>
<td>□ □ □ □ □ □ □ □</td>
<td>Elective OR Double Major Capstone (3cr)</td>
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<td>□ □ □ □ □ □ □ □ □</td>
<td>Elective OR Double Major (3cr)</td>
<td>□ □ □ □ □ □ □ □</td>
<td>Elective (3-4cr)</td>
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<td>□ □ □ □ □ □ □ □ □</td>
<td>Elective OR Double Major (3cr)</td>
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120 Minimum Semester Hours - REQUIRED FOR DEGREE

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)