

Curriculum - Marketing, BS

Catalog Year: 2025 - 2026 **General Studies Gold**

Degree: Bachelor of Science, BS

College/School: [W. P. Carey School of Business](#)

Plan Code: BAMKTBS

Minimum credit hours: 120

Upper division minimum credit hours: 50.5

Requirement	Minimum Grade	Credit Hours
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Career Navigation

WPC 148 First-Year Introduction to Career Development	C	0.25
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WPC 248 Sophomore Career Narrative Design

OR WPC 347 Intermediate Career Management

Career Navigation Course Sequence: Continuing first-year students will take WPC 248, after completing WPC 148. New transfer students will take WPC 347.

C	0.25
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WPC 348 Junior Networking Foundations

C	0.25
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WPC 448 Senior Career Transition Management

C	0.25
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Business Core Courses

FIN 300 Fundamentals of Finance

C	3
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LES 305 Business Law and Ethics for Managers

C	3
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MGT 300 Principles of Management and Leadership

C	3
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SCM 300 Global Supply Operations (SUST)

C	3
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WPC 300 Problem Solving and Actionable Analytics (QTRS)

C	3
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Requirement	Minimum Grade	Credit Hours
Upper Division International Business Course		
AGB 302 International Management and Agribusiness (GCSI)		
ECN 306 Survey of International Economics (GCSI)		
MGT 302 Principles of International Business (GCSI)	C	3
MKT 425 Global Marketing Management (GCSI)		
SCM 463 Global Supply Chain Management (GCSI)		
AND Global Communities, Societies, and Individuals (GCSI)		
Major Courses		
MKT 302 Strategic Marketing Management	C	3
MKT 352 Marketing Research	C	3
MKT 402 Consumer Behavior	C	3
MKT 365 Advertising and Beyond: Customer-Centric Brand Development		
OR MKT 375 Services Marketing	C	3
OR MKT 385 Digital Media Marketing		
Upper Division Marketing Major Elective	C	9
MKT 355 Designing Brand Identity: Methods and Digital Tools		
MKT 365 Advertising and Beyond: Customer-Centric Brand Development		
MKT 370 Professional Sales and Relationship Management		
MKT 375 Services Marketing		
MKT 385 Digital Media Marketing		
MKT 410 Sales Management		
MKT 412 Innovations in Marketing		

Requirement	Minimum Grade	Credit Hours
MKT 420 Retail Management		
MKT 425 Global Marketing Management (GCSI)		
MKT 435 Entrepreneurial Marketing		
MKT 438 Advanced Selling Using Data and Technology		
MKT 450 Social Media and Content Marketing		
MKT 452 Business-to-Business Marketing Strategy		
MKT 455 Brand Management		
MKT 472 Immersive Brand Experience I: Intelligence, Insights and Strategy		
MKT 484 Internship		
(Maximum three credits of MKT 484 may be applied towards the major)		
MKT 493 Honors Thesis		
MKT 494 Special Topics		
(MKT 494 Special Topic course may not be sports related)		
MKT 499 Individualized Instruction		

Business Capstone

WPC 480 W. P. Carey Capstone Course

All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480.

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3

Business Skills Courses

CIS 105 Computer Applications and Information Technology (QTRS)

C

3

ACC 231 Uses of Accounting Information I

C

3

ACC 241 Uses of Accounting Information II	C	3
ECN 211 Macroeconomic Principles (SOBE)	C	3
ECN 212 Microeconomic Principles (SOBE)	C	3
MAT 210 Brief Calculus (MATH)	C	3
MAT 211 Mathematics for Business Analysis	C	3
ECN 221 Business Statistics (QTRS)	C	3

Other Business Courses

ENG 302 Business Writing 3

COM 259 Communication in Business and the Professions (CIVI) 3

PSY Elective AND Social and Behavioral Sciences (SOBE) 3

SOC Elective AND Social and Behavioral Sciences (SOBE) 3

WPC 150 Business and Society

WPC 150 is required of all first-year business students. Transfer students will not be required to complete WPC 150 and instead will complete three hours of elective credit. C 3

ASU 101 or College-Specific First-Year Seminar

ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students.

WPC 101 Student Success in Business

WPC 101 is the W. P. Carey School of Business course that satisfies ASU 101. 1

First-Year Composition

ENG 101 First-Year Composition AND ENG 102 First-Year C 6

Composition

OR ENG 105 Advanced First-Year Composition

Notes

All baccalaureate degree students must fulfill university graduation requirements, including a minimum of 120 credit hours, with at least 45 credit hours in upper-division courses.

<https://catalog.asu.edu/undergraduatereq>

All undergraduate students must complete General Studies requirements. https://catalog.asu.edu/ug_gsr

Mathematics Placement Assessment score determines placement in first mathematics course.

Students should work with their academic advisor, and consider course prerequisites, in order to complete all degree requirements in four years.

Students must earn a 2.0 GPA in all courses offered by the W. P. Carey School of Business.

Students must earn a 2.0 GPA in major courses.

Students must complete a minimum of 31 credit hours of W. P. Carey School of Business courses taken at ASU.

General Studies designations listed next to courses were valid for the 2025 - 2026 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.