


















## 2023 - 2024 Major Map

### Marketing (Digital and Integrated Marketing Communications), BS




School/College: W. P. Carey School of Business  
BAMKDIMCBS

| Term 1 0 - 16 Credit Hours <b>Critical course signified by</b>                                        | Hours | Minimum Grade | Notes  |
|--|-------|---------------|--|
|  WPC 101: Student Success in Business   | 1     |               | <ul style="list-style-type: none"> <li>ASU 101 or college-specific equivalent First-Year Seminar required of all first-year students. WPC 101 is the W. P. Carey School course that meets this requirement</li> <li>Join a student <b>club or organization</b></li> <li>Create your first college <b>resume</b></li> </ul>   |
| CIS 105: Computer Applications and Information Technology (CS)   | 3     | C             |  |
| ENG 101 or ENG 102: First-Year Composition OR<br>ENG 105: Advanced First-Year Composition OR<br>ENG 107 or ENG 108: First-Year Composition   | 3     | C             |  |
| MAT 210: Brief Calculus (MA)   | 3     | C             |  |
| SOC course (SB)  | 3     |               |  |
| Humanities, Arts and Design (HU) AND Historical Awareness (H)  | 3     |               |  |
| Term hours subtotal:   | 16    |               |  |
| Term 2 16 - 31.25 Credit Hours <b>Critical course signified by</b>                                  | Hours | Minimum Grade | Notes  |
| ECN 211: Macroeconomic Principles (SB)   | 3     | C             | <ul style="list-style-type: none"> <li>WPC 150 is required of all first-year business students. Transfer students will not be required to complete WPC 150 and will instead complete three hours of elective credit.</li> <li>Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li> <li>Explore student <b>leadership opportunities</b> in W. P. Carey</li> <li>Research <b>study abroad opportunities</b> recommended for your major</li> </ul> |
| ENG 101 or ENG 102: First-Year Composition OR<br>ENG 105: Advanced First-Year Composition OR<br>ENG 107 or ENG 108: First-Year Composition   | 3     | C             |  |
| MAT 211: Mathematics for Business Analysis   | 3     | C             |  |
| WPC 148: First-Year Introduction to Career Development   | 0.25  | C             |  |
| WPC 150: Business and Society  | 3     | C             |  |
| PSY course (SB)  | 3     |               |  |
|  Complete ENG 101 OR ENG 105 OR ENG 107 course(s).  |       |               |  |
|  Minimum 2.00 GPA ASU Cumulative.   |       |               |  |
| Term hours subtotal:   | 15.25 |               |  |
| Term 3 31.25 - 47.50 Credit Hours <b>Critical course signified by</b>                               | Hours | Minimum Grade | Notes  |
| ACC 231: Uses of Accounting Information I  | 3     | C             | <ul style="list-style-type: none"> <li>Continuing first-year students will take WPC 248, after completing WPC 148</li> <li>New transfer students will take WPC 347</li> <li>Explore <b>career resources</b></li> <li>Develop your <b>professional online presence</b></li> </ul>   |
| COM 100: Introduction to Human Communication (SB) OR COM 225: Public Speaking (L) OR COM 230: Small Group Communication (SB) OR COM 259: Communication in Business and the Professions | 3     |               |  |
| ECN 212: Microeconomic Principles (SB)   | 3     | C+            |  |
| ECN 221: Business Statistics (CS)  | 3     | C             |  |
|  |       |               |  |

|   |      |       |   |  |
|---|------|-------|---|--|
| WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management   |      | 0.25  | C   | <ul style="list-style-type: none"><li>• Meet with your <b>W. P. Carey Career Coach</b></li><li>• Attend <b>W. P. Carey</b> and <b>ASU Career Fairs</b></li></ul> |
| Natural Science - Quantitative (SQ)   |      | 4     |   |  |
|  Complete Mathematics (MA) requirement.  |      |       |   |  |
| Term hours subtotal:  |      | 16.25 |   |  |
| <b>Term 4 47.50 - 63.50 Credit Hours</b> <b>Critical course signified by</b>   |      |       |   |  |
| ACC 241: Uses of Accounting Information II  | 3    | C     | <ul style="list-style-type: none"><li>• Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li><li>• Attend <b>W. P. Carey</b> and <b>ASU</b> career fairs</li><li>• Apply for <b>internships</b> or <b>create</b> one</li></ul>  |  |
| Cultural Diversity in the U.S. (C)  | 3    |       |   |  |
| Natural Science - Quantitative (SQ) OR Natural Science - General (SG)   | 4    |       |   |  |
| Complete 2 courses:   |      |       |   |  |
| Elective  | 6    |       |   |  |
|  Minimum 2.00 GPA ASU Cumulative.  |      |       |   |  |
| Term hours subtotal:  |      | 16    |   |  |
| <b>Term 5 63.50 - 78.75 Credit Hours</b> <b>Necessary course signified by</b>    |      |       |   |  |
|  MKT 302: Applied Marketing Management and Leadership (L)  | 3    | C     | <ul style="list-style-type: none"><li>• Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.</li><li>• Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your <b>academic advisor</b> for more information and options.</li><li>• Meet with your <b>W. P. Carey Career Coach</b></li><li>• Update your <b>resume</b></li></ul> |  |
| FIN 300: Fundamentals of Finance  | 3    | C     |   |  |
| SCM 300: Global Supply Operations   | 3    | C     |   |  |
| WPC 348: Junior Networking Foundations  | 0.25 | C     |   |  |
| Humanities, Arts and Design (HU)  | 3    |       |   |  |
| Elective  | 3    |       |   |  |
| Term hours subtotal:  |      | 15.25 |   |  |
| <b>Term 6 78.75 - 93.75 Credit Hours</b> <b>Necessary course signified by</b>    |      |       |   |  |
|  MKT 352: Marketing Research (L)   | 3    | C     | <ul style="list-style-type: none"><li>• Complete <b>informational interviews</b></li><li>• Complete an in person or virtual practice interview with your <b>W. P. Carey Career Coach</b></li></ul>  |  |
| ENG 302: Business Writing (L)   | 3    |       |   |  |
| MGT 300: Principles of Management and Leadership  | 3    | C     |   |  |
| WPC 300: Problem Solving and Actionable Analytics   | 3    | C     |   |  |
| Upper Division International Business Course AND Global Awareness (G)   | 3    | C     |   |  |
|  Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).                  |      |       |   |  |
| Term hours subtotal:  |      | 15    |   |  |
| <b>Term 7 93.75 - 107.75 Credit Hours</b> <b>Necessary course signified by</b>   |      |       |   |  |
|  MKT 402: Consumer Behavior  | 3    | C     | <ul style="list-style-type: none"><li>• Digital &amp; Integrated Marketing Communication concentration electives must be taken at ASU</li><li>• If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing</li><li>• All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480</li></ul>   |  |
| LES 305: Business Law and Ethics for Managers   | 3    | C     |   |  |
| Complete 2 courses:   |      |       |   |  |
| Upper Division Digital & Integrated Marketing Communications Concentration Elective   | 6    | C     |   |  |
| Upper Division Elective   | 2    |       |   |  |
|  Complete FIN 300 AND LES 305 AND MGT 300 AND International Business Course (G) AND MKT 300 AND SCM 300 AND WPC 300 course(s). |      |       |   |  |

Term hours subtotal: 14

- Attend **W. P. Carey** and **ASU Career Fairs**
- Gather **professional references**
- Update your **resume**

| Term 8 107.75 - 120.00 Credit Hours Necessary course signified by   | Hours | Minimum Grade | Notes  |
|--|-------|---------------|--|
|  MKT 442: Services Marketing Strategy OR MKT 452: Business-to-Business Marketing Strategy OR MKT 472: Immersive Brand Experience I: Intelligence, Insights and Strategy | 3     | C             | <ul style="list-style-type: none"> <li>• Digital &amp; Integrated Marketing Communication concentration electives must be taken at ASU</li> <li>• If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing</li> <li>• Apply for <b>full-time career opportunities</b></li> </ul> |
|  WPC 480: W. P. Carey Capstone Course (L)   | 3     | C             |  |
| WPC 448: Senior Career Transition Management   | 0.25  | C             |  |
| Upper Division Digital & Integrated Marketing Communications Concentration Elective  | 3     | C             |  |
| Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)  | 3     |               |  |
| Term hours subtotal:   | 12.25 |               |  |

- Choose three Upper Division Digital & Integrated Marketing Communication Concentration Electives.
- Digital & Integrated Marketing Communication Concentration Electives must be taken at ASU.
- If chosen as a concentration elective, MKT 493 Honors Thesis subject must be Advertising, Brand Management, or Digital Marketing.
- Maximum three hours from MKT 484 can be applied towards the Upper Division DIMC Elective.

#### Hide Course List(s)/Track Group(s)

|  |   |
|--|---|
| Digital & Integrated Marketing Communications Concentration Elective - select three courses (9 credit hours) | Upper Division International Business Course - select one course (3 credit hours) |
| MKT 355: Designing Brand Identity: Methods and Digital Tools   | AGB 302: International Management and Agribusiness (G)                            |
| MKT 365: Advertising and Beyond: Customer-Centric Brand Development  | ECN 306: Survey of International Economics (SB & G)                               |
| MKT 385: Data-Driven Marketing   | MGT 302: Principles of International Business (G)                                 |
| MKT 440: Creating Digital Experiences  | MKT 425: Global Marketing Management (G)  |
| MKT 450: Social Media and Content Marketing  | SCM 463: Global Supply Chain Management (G)                                       |
| MKT 455: Brand Management  |   |
| MKT 473: Immersive Brand Experience II: Creative, Media and Measures   |   |
| MKT 484: Internship  |   |
| MKT 493: Honors Thesis (L)   |   |
| MKT 494: Innovations in Marketing  |   |

#### Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s),

determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs.

Visit: <https://cisa.asu.edu/DSP>

- Mathematics Placement Assessment score determines placement in first mathematics course.

**Total Hours:** 120

**Upper Division Hours:** 50 minimum

**Major GPA:** 2.00 minimum

**Cumulative GPA:** 2.00 minimum

**Total hrs at ASU:** 30 minimum

**Hrs Resident Credit for**

**Academic Recognition:** 56 minimum

**Total Community College Hrs:** 64 maximum

### **General University Requirements Legend**

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

### **First-Year Composition**

General Studies designations listed next to courses on the major map were valid for the 2023 - 2024 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.