

2019 - 2020 Major Map

Marketing, BS

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

FT Fast Track Options: 3 Year

A student must speak with an advisor in order to be added to a fast track plan.

Term 1 0 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		- An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses - Mathematics Placement Assessment score determines placement in mathematics course - ASU 101 or college-specific equivalent First-Year Seminar required of all freshman students. WPC 101 is the W. P. Carey School course that meets this requirement - Join a student club or organization - Create your first college resume
CIS 105: Computer Applications and Information Technology (CS)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 210: Brief Calculus (MA)	3	C	
SOC OR PSY course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		
Term 2 16 - 31.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
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		- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. - Attend W. P. Carey and ASU Career Fairs - Join the W. P. Carey mentorship programs - Explore student leadership opportunities in W. P. Carey - Research study abroad opportunities recommended for your major
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	
MAT 211: Mathematics for Business Analysis	3	C	
WPC Career Preparation Course	0.25	C	
SOC OR PSY course (SB)	3		
 Complete CIS 105 with a grade of "C" or better.			
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Complete MAT 210 with a grade of "C" or better.			

 Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 15.25

Term 3 31.25 - 47.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. - Explore career resources. - Meet with your W. P. Carey Career Coach
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)	3	C	
ECN 221: Business Statistics (CS)	3	C	
WPC Career Preparation Course	0.25	C	
Natural Science - Quantitative (SQ)	4		
General Studies Elective	3		
 Complete ECN 211 OR ECN 212 with a grade of "C" or better.			
 Complete MAT 211 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Complete Mathematics (MA) requirement.			
Term hours subtotal: 16.25			

Term 4 47.50 - 61.50 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ACC 241: Uses of Accounting Information II	3	C	- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your academic advisor for more information and options. - Attend W. P. Carey and ASU career fairs - Apply for internships or create one - Develop your professional online presence
Cultural Diversity in the U.S. (C)	3		
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
General Studies Elective	3		
Upper Division Elective	1		
 Complete ACC 231 with a grade of "C" or better.			
 Complete ECN 221 with a grade of "C" or better.			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:			

Term 5 61.50 - 76.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade	Notes
 MKT 302: Applied Marketing Management and Leadership (L)	3	C	Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.
ENG 302: Business Writing (L)	3		

FIN 300: Fundamentals of Finance	3	C
SCM 300: Global Supply Operations	3	C
WPC Career Preparation Course	0.25	C
Upper Division Humanities, Arts and Design (HU)	3	
★ Complete ACC 241 with a grade of "C" or better.		
Term hours subtotal:		15.25

- Failure to successfully complete business skills courses in specified term may lead to a delay in graduation. See your [academic advisor](#) for more information and options.
- Meet with your [W. P. Carey Career Coach](#)
- Update your [resume](#)

Term 6 76.75 - 91.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MKT 352: Marketing Research (L)	3	C
MGT 300: Organization and Management Leadership	3	C
Upper Division International Business Course AND Global Awareness (G)	3	C
Upper Division Marketing Elective	3	C
Elective	3	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).		
Term hours subtotal:		15

- MKT 425 cannot count as both the International Business course requirement and Marketing Elective. If MKT 425 is taken as the International Business course, select another Marketing Elective.
- Complete [informational interviews](#)
- Complete an in person or virtual practice interview with your [W. P. Carey Career Coach](#)

Term 7 91.75 - 106.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★ MKT 402: Consumer Behavior	3	C
LES 305: Business Law and Ethics for Managers	3	C
WPC 300: Problem Solving and Actionable Analytics	3	C
Upper Division Marketing Elective	3	C
General Studies Elective	3	
Term hours subtotal:		15

- All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480
- MKT 425 cannot count as both the International Business course requirement and Marketing Elective. If MKT 425 is taken as the International Business course, select another Marketing Elective.
- Attend [W. P. Carey](#) and [ASU Career Fairs](#)
- Gather [professional references](#)
- Update your [resume](#)

Term 8 106.75 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
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★	MKT 442: Services Marketing Strategy OR MKT 452: Business-to-Business Marketing Strategy OR MKT 462: Competitive Marketing Strategy	3	C
★	WPC 480: W. P. Carey Capstone Course (L)	3	C
	Upper Division Marketing Elective	3	C
	WPC Career Preparation Course	0.25	C
	Upper Division Elective	1	
	Elective	3	
Term hours subtotal:		13.25	

- MKT 425 cannot count as both the International Business course requirement and Marketing Elective. If MKT 425 is taken as the International Business course, select another Marketing Elective.
- Apply for **full-time career opportunities**

- Courses that qualify as meeting the General Studies course requirements can be any non-business university General Studies course (C, CS, G, H, HU, L, MA, SB, SG, SQ) or any course from the additional lists below. Please consult the Schedule of Classes for prerequisite requirements before registration to determine if you are eligible to take the course.

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

WPC Career Preparation Courses (1 credit hr total)	WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)	Upper Division Marketing Electives - select three courses (9 credit hours, MKT 494 topic cannot be sports related))
WPC 148: Freshman Career Preparation	WPC 347: Intermediate Career Preparation	MKT 355: Designing Brand Identity: Methods and Digital Tools
WPC 248: Sophomore Career Preparation	WPC 348: Junior Career Preparation	MKT 365: Advertising and Beyond: Customer-Centric Brand Development
WPC 348: Junior Career Preparation	WPC 448: Intensive Career Preparation or WPC 449: Campus to Career	MKT 370: Professional Sales and Relationship Management
WPC 448: Intensive Career Preparation or WPC 449: Campus to Career		MKT 410: Sales Management
		MKT 425: Global Marketing Management (G)
		MKT 435: Entrepreneurial Marketing
		MKT 440: Creating Digital Experiences
		MKT 442: Services Marketing Strategy
		MKT 450: Social Media and Content Marketing
		MKT 452: Business-to-Business Marketing Strategy
		MKT 455: Brand Management
		MKT 462: Competitive Marketing Strategy
		MKT 472: Immersive Brand Experience I: Intelligence, Insights and Strategy
		MKT 473: Immersive Brand Experience II: Creative, Media and Measures
		MKT 484: Internship
		MKT 493: Honors Thesis (L)

Upper Division International Business Course - select one course (3 credit hours)
AGB 302: International Management and Agribusiness (G)
ECN 306: Survey of International Economics (SB & G)
MGT 302: Principles of International Business (G)
MKT 425: Global Marketing Management (G)
SCM 463: Global Supply Chain Management (G)

General Studies Electives
BIO 320: Fundamentals of Ecology
CHI 205: Chinese Calligraphy
COM 207: Introduction to Communication Inquiry
COM 259: Communication in Business and the Professions
COM 281: Communication Activities
COM 310: Relational Communication
COM 312: Communication, Conflict, and Negotiation
COM 317: Nonverbal Communication
COM 341: Social Contexts for Performance
COM 414: Crisis Communication
COM 430: Leadership in Group Communication
COM 453: Communication Training and Development
COM 465: Intercultural Communication Workshop
ENG 210: Introduction to Creative Writing
ENG 213: Introduction to the Study of Language
ENG 310: Intermediate Creative Writing
ENG 314: Modern Grammar
ENG 345: Selected Authors or Issues
FAS 301: Introduction to Parenting
GCU 433: Geography of Southeast Asia
GRK 101: Elementary Ancient Greek
GRK 201: Intermediate Ancient Greek
HST 389: Japan Society and Values/Premod
IDN 101: Elementary Indonesian I
IDN 102: Elementary Indonesian II
JPN 206: Japanese Calligraphy
JPN 414: Introduction to Classical Japanese
KOR 101: First-Year Korean I
KOR 102: First-Year Korean II

MKT 494: Special Topics
MKT 499: Individualized Instruction
General Studies Electives Continued
LAT 101: Elementary Latin
LAT 102: Elementary Latin
MAT 242: Elementary Linear Algebra
MAT 243: Discrete Mathematical Structures
MAT 310: Introduction to Geometry
MAT 342: Linear Algebra
MAT 370: Intermediate Calculus
MAT 371: Advanced Calculus I
MAT 372: Advanced Calculus II
MAT 410: Introduction to General Topology
MAT 415: Introduction to Combinatorics
MAT 416: Introduction to Graph Theory
MAT 442: Advanced Linear Algebra
MAT 443: Introduction to Abstract Algebra
MAT 444: Intermediate Abstract Algebra
MAT 445: Theory of Numbers
MAT 460: Vector Calculus
MAT 461: Applied Complex Analysis
MAT 462: Applied Partial Differential Equations
MAT 472: Intermediate Real Analysis I
MAT 475: Differential Equations
MAT 485: History of Mathematics
POR 101: Elementary Portuguese
ROM 101: Elementary Romanian
ROM 201: Intermediate Romanian
ROM 313: Romanian Composition and Conversation
ROM 314: Romanian Composition and Conversation
RUS 101: Elementary Russian I
RUS 102: Elementary Russian II
SHS 101: American Sign Language I
SHS 102: American Sign Language II
SHS 201: American Sign Language III
SHS 202: American Sign Language IV
SPA 101: Elementary Spanish I

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 2019 - 2020 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.