







2024 - 2025 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		<ul style="list-style-type: none"> 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 Join a student club or organization Create your first college resume
CIS 105: Computer Applications and Information Technology (QTRS OR 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 (MATH OR MA)	3	C	
SOC Elective AND Social and Behavioral Sciences (SOBE)	3		
Humanities, Arts and Design (HUAD)	3		
Term hours subtotal:	16		
Term 2 16 - 31.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SOBE OR SB)	3	C	<ul style="list-style-type: none"> 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. 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 student leadership opportunities in W. P. Carey Research study abroad opportunities recommended for your major
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 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
PSY Elective AND Social and Behavioral Sciences (SOBE)	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 Critical course signified by 	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none"> Continuing first-year students will take WPC 248, after completing WPC 148 New transfer students will take WPC 347 Explore career resources
COM 259: Communication in Business and the Professions (CIVI)	3		
ECN 212: Microeconomic Principles (SOBE OR SB)	3	C	
ECN 221: Business Statistics (QTRS OR CS)	3	C	

WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C
Scientific Thinking in Natural Sciences (SCIT)	4	
❗ Complete Mathematics (MATH) requirement.		
Term hours subtotal:	16.25	

- Develop your **professional online presence**
- Meet with your **W. P. Carey Career Coach**
- Attend **W. P. Carey** and **ASU Career Fairs**

Term 4 47.50 - 63.50 Credit Hours Critical course signified by ❗	Hours	Minimum Grade	Notes
ACC 241: Uses of Accounting Information II	3	C	
Humanities, Arts and Design (HUAD)	3		
Scientific Thinking in Natural Sciences (SCIT)	4		
Complete 2 courses:	6		
Elective			
❗ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	16		

- 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**

Term 5 63.50 - 78.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 302: Strategic Marketing Management (L)	3	C	
ENG 302: Business Writing (L)	3		
FIN 300: Fundamentals of Finance	3	C	
SCM 300: Global Supply Operations (SUST)	3	C	
WPC 348: Junior Networking Foundations	0.25	C	
American Institutions (AMIT)	3		
Term hours subtotal:	15.25		

- Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.
- 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 78.75 - 93.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 352: Marketing Research (L)	3	C	
★ Upper Division International Business Course AND Global Communities, Societies and Individuals (GCSI)	3	C	
MGT 300: Principles of Management and Leadership	3	C	
Upper Division Marketing Elective	3	C	
Elective	3		
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 93.75 - 107.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ MKT 402: Consumer Behavior	3	C	
LES 305: Business Law and Ethics for Managers	3	C	
WPC 300: Problem Solving and Actionable Analytics (QTRS)	3	C	
Upper Division Marketing Elective	3	C	
Upper Division Elective	2		
Complete FIN 300 AND LES 305 AND MGT 300 AND			
★ International Business Course (GCSI) AND MKT 300 AND SCM 300 AND WPC 300 course(s).			
Term hours subtotal:	14		

- 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 8 107.75 - 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 462: Competitive Marketing Strategy	3	C	<ul style="list-style-type: none"> • 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
★ WPC 480: W. P. Carey Capstone Course (L)	3	C	
WPC 448: Senior Career Transition Management	0.25	C	
Upper Division Marketing Elective	3	C	
Upper Division Elective	3		
Term hours subtotal:	12.25		

- Maximum three hours from MKT 484 and MKT 499 applies towards Upper Division Marketing Elective.

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

Upper Division Marketing Electives - 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 (GCSI OR G)
MKT 365: Advertising and Beyond: Customer-Centric Brand Development	ECN 306: Survey of International Economics (GCSI OR SB & G)
MKT 370: Professional Sales and Relationship Management	MGT 302: Principles of International Business (GCSI OR G)
MKT 385: Digital Media Marketing	MKT 425: Global Marketing Management (GCSI OR G)
MKT 410: Sales Management	SCM 463: Global Supply Chain Management (GCSI OR G)
MKT 412: Innovations in Marketing	
MKT 420: Retail Management	
MKT 425: Global Marketing Management (GCSI OR G)	
MKT 435: Entrepreneurial Marketing	
MKT 438: Advanced Selling Using Data and Technology	
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 484: Internship	

(Maximum three credits of MKT 484 may be applied towards the major)

MKT 493: Honors Thesis (L)

MKT 494: Special Topics

(MKT 494 Special Topic course may not be sports related)

MKT 499: Individualized Instruction

- **Total Hours:** 120
- **Upper Division Hours:** 50 minimum
- **University Undergraduate Graduation Requirements**

Notes:

Mathematics Placement Assessment score determines placement in first mathematics course.

General Studies designations listed next to courses on the major map were valid for the 2024 - 2025 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.