















## 2022 - 2023 Major Map

### Marketing, BS

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

Term 1 - A 0 - 7 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 CIS 105: Computer Applications and Information Technology (CS)	3	C	<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>Create your first college <a href="#">resume</a></li> </ul>
 WPC 101: Student Success in Business	1		
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MAT 210: Brief Calculus (MA)	3	C	<ul style="list-style-type: none"> <li>View ASU Online first-year student registration information <a href="#">here</a></li> <li>Join a <a href="#">student club or organization</a></li> </ul>
SOC course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
 Business Skills Courses: No Grades of D or E.			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	9		
Term 2 - A 16 - 25.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 MAT 211: Mathematics for Business Analysis	3	C	<ul style="list-style-type: none"> <li>Join the W. P. Carey <a href="#">mentorship programs</a></li> <li>Research <a href="#">study abroad opportunities</a> recommended for your major</li> </ul>
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
Term hours subtotal:	9.25		
Term 2 - B 25.25 - 31.25 Credit Hours Critical course signified by 	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> </ul>
PSY course (SB)	3		
 Business Skills Courses: No Grades of D or E.			
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	6		
Term 3 - A 31.25 - 40.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes

❗ ACC 231: Uses of Accounting Information I	3	C
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
Term hours subtotal:	9	

- Explore **career resources**.
- Meet with your **W. P. Carey Career Coach**
- Attend **W. P. Carey** and **ASU Career Fairs**

Term 3 - B 40.25 - 46.50 Credit Hours <b>Critical course signified by</b> ❗	Hours	Minimum Grade	Notes
❗ ACC 241: Uses of Accounting Information II	3	C	
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C	
General Studies Elective	3		
❗ Business Skills Courses: No Grades of D or E.			
❗ Complete ECN 211 AND ECN 212.			
❗ Minimum 2.00 GPA ASU Cumulative.			
Complete Mathematics (MA) requirement.			
Term hours subtotal:	6.25		

- Continuing first-year students will take WPC 248, after completing WPC 148
- New transfer students will take WPC 347
- Develop your **professional online presence**

Term 4 - A 46.50 - 52.50 Credit Hours <b>Critical course signified by</b> ❗	Hours	Minimum Grade	Notes
❗ ECN 221: Business Statistics (CS)	3	C	
General Studies Elective	3		
Term hours subtotal:	6		

- Attend **W. P. Carey** and **ASU career fairs**
- Apply for **internships** or **create one**

Term 4 - B 52.50 - 59.50 Credit Hours <b>Critical course signified by</b> ❗	Hours	Minimum Grade	Notes
Cultural Diversity in the U.S. (C)	3		
Natural Science - Quantitative (SQ)	4		
❗ Business Skills Courses: No Grades of D or E.			
❗ Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	7		

Term 5 - A 59.50 - 65.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 302: Applied Marketing Management and Leadership (L)	3	C	
SCM 300: Global Supply Operations	3	C	
WPC 348: Junior Networking Foundations	0.25	C	
Term hours subtotal:	6.25		

- Meet with your **W. P. Carey Career Coach**
- Update your **resume**

Term 5 - B 65.75 - 74.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 352: Marketing Research (L)	3	C	
MGT 300: Organization and Management Leadership	3	C	
Humanities, Arts and Design (HU)	3		
Term hours subtotal:	9		

- Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.

Term 6 - A 74.75 - 83.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
★ MKT 402: Consumer Behavior	3	C	

ENG 302: Business Writing (L)	3	
WPC 300: Problem Solving and Actionable Analytics	3	C
Term hours subtotal:	9	

- Complete informational interviews

Term 6 - B 83.75 - 89.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
Upper Division International Business Course AND Global Awareness (G)	3	C	<ul style="list-style-type: none"> <li>• MKT 425 cannot count as both International Business course requirement and Marketing Elective. If MKT 425 is taken as the International Business course, select another Marketing Elective from the list below.</li> <li>• Complete an in person or virtual practice interview with your <b>W. P. Carey Career Coach</b></li> </ul>
FIN 300: Fundamentals of Finance	3	C	
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		

Term 7 - A 89.75 - 96.75 Credit Hours	Hours	Minimum Grade	Notes
Upper Division Marketing Elective	3	C	<ul style="list-style-type: none"> <li>• All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480</li> <li>• Attend <b>W. P. Carey</b> and <b>ASU</b> Career Fairs</li> </ul>
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4		
Term hours subtotal:	7		

Term 7 - B 96.75 - 105.75 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"> <li>• Gather professional references</li> <li>• Update your resume</li> </ul>
LES 305: Business Law and Ethics for Managers	3	C	
Upper Division Marketing Elective	3	C	
★ 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:	9		

Term 8 - A 105.75 - 112.00 Credit Hours	Hours	Minimum Grade	Notes
WPC 448: Senior Career Transition Management	0.25	C	<ul style="list-style-type: none"> <li>• Apply for full-time career opportunities</li> </ul>
Upper Division Marketing Elective	3	C	
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Term hours subtotal:	6.25		

Term 8 - B 112.00 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ WPC 480: W. P. Carey Capstone Course (L)	3	C	
Upper Division Elective	2		
Elective	3		
Term hours subtotal:	8		

- 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.

- Maximum 3 hours of MKT 484 and MKT 499 can be applied to Upper Division Marketing Elective

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

Upper Division Marketing Electives - select three courses (9 credit hrs)	Upper Division International Business Course - select one course (3 credit hours)	General Studies Electives
MKT 365: Advertising and Beyond: Customer-Centric Brand Development	AGB 302: International Management and Agribusiness (G)	ASL 101: American Sign Language I
MKT 420: Retail Management	ECN 306: Survey of International Economics (SB & G)	ASL 102: American Sign Language II
MKT 425: Global Marketing Management (G)	MGT 302: Principles of International Business (G)	ASL 201: American Sign Language III
MKT 442: Services Marketing Strategy	MKT 425: Global Marketing Management (G)	ASL 202: American Sign Language IV
MKT 452: Business-to-Business Marketing Strategy	SCM 463: Global Supply Chain Management (G)	BIO 320: Fundamentals of Ecology
MKT 462: Competitive Marketing Strategy		COM 207: Introduction to Communication Inquiry
MKT 484: Internship		COM 259: Communication in Business and the Professions
		COM 312: Communication, Conflict, and Negotiation
		COM 414: Crisis Communication
		COM 430: Leadership in Group Communication
		COM 453: Communication Training and Development
		ENG 210: Introduction to Creative Writing
		ENG 310: Intermediate Creative Writing
		ENG 345: Selected Authors or Issues
		FAS 301: Introduction to Parenting
		MAT 242: Elementary Linear Algebra
		MAT 243: Discrete Mathematical Structures
		ROM 101: Elementary Romanian Language and Culture I
		SPA 101: Elementary Spanish I
		SPA 102: Elementary Spanish II
		SPA 111: Fundamentals of Spanish
		WPC 150: Business and Society
Business Skills Courses - No Grades of D or E		
ACC 231: Uses of Accounting Information I or ACC 232: Financial Accounting I or ACC 261: Honors Fundamentals of Financial Accounting		
ACC 241: Uses of Accounting Information II or ACC 242: Managerial Accounting I or ACC 271: Honors Fundamentals of Managerial Accounting		

CIS 105: Computer Applications and Information Technology (CS) or CIS 236: Honors Introduction to Information Systems (CS)

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ECN 211: Macroeconomic Principles (SB) or ECN 213: Honors Macroeconomics (SB)

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ECN 212: Microeconomic Principles (SB) or ECN 214: Honors Microeconomics (SB)

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ECN 221: Business Statistics (CS) or ECN 231: Honors Business Statistics (CS)

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MAT 210: Brief Calculus (MA) or MAT 270: Calculus with Analytic Geometry I (MA)

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MAT 211: Mathematics for Business Analysis or MAT 271: Calculus with Analytic Geometry II (MA)

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#### 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 2022 - 2023 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.

