

















## 2023 - 2024 Major Map

### Marketing, BS

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

Term 1 - A 0 - 7 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>Create your first college <a href="#">resume</a></li> </ul>
CIS 105: Computer Applications and Information Technology (CS)	3		
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	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		
Term hours subtotal:	9		
Term 2 - A 16 - 25.25 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR			<ul style="list-style-type: none"> <li>Research <a href="#">study abroad opportunities</a> recommended for your major</li> </ul>
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
MAT 211: Mathematics for Business Analysis	3		
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 <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> </ul>
PSY course (SB)	3		
 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	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3		<ul style="list-style-type: none"> <li>Explore <a href="#">career resources</a>.</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			<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>
ECN 212: Microeconomic Principles (SB)	3	C		
Term hours subtotal:	9			
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			
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	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> </ul>
Elective	3			
 Complete Mathematics (MA) requirement.				<ul style="list-style-type: none"> <li>Develop your <b>professional online presence</b></li> </ul>
Term hours subtotal:	6.25			
Term 4 - A 46.50 - 52.50 Credit Hours	Hours	Minimum Grade		Notes
ECN 221: Business Statistics (CS)	3	C		
Elective	3			<ul style="list-style-type: none"> <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>
Term hours subtotal:	6			
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			
 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		<ul style="list-style-type: none"> <li>Meet with your <b>W. P. Carey Career Coach</b></li> <li>Update your <b>resume</b></li> </ul>
WPC 348: Junior Networking Foundations	0.25	C		
Term hours subtotal:	6.25			
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: Principles of Management and Leadership	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> </ul>
Humanities, Arts and Design (HU)	3			
Term hours subtotal:	9			
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			<ul style="list-style-type: none"> <li>Complete <b>informational interviews</b></li> </ul>
WPC 300: Problem Solving and Actionable Analytics	3	C		
Term hours subtotal:	9			
Term 6 - B 83.75 - 89.75 Credit Hours <b>Necessary course signified by</b> 	Hours	Minimum Grade		Notes
FIN 300: Fundamentals of Finance	3	C		<ul style="list-style-type: none"> <li>MKT 425 cannot count as both International Business course requirement</li> </ul>

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: 6

and Marketing Elective. If MKT 425 is taken as the International Business course, select another Marketing Elective from the list below.

- Complete an in person or virtual practice interview with your **W. P. Carey Career Coach**

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 <b>Necessary course signified by</b>	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 <b>professional references</b></li> <li>• Update your <b>resume</b></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 <b>full-time career opportunities</b></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 <b>Necessary course signified by</b>	Hours	Minimum Grade	Notes
WPC 480: W. P. Carey Capstone Course (L)	3	C	
Upper Division Elective	2		
Elective	3		
Term hours subtotal:	8		

- 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)
MKT 365: Advertising and Beyond: Customer-Centric Brand Development	AGB 302: International Management and Agribusiness (G)
MKT 420: Retail Management	ECN 306: Survey of International Economics (SB & G)

MKT 425: Global Marketing Management (G)	MGT 302: Principles of International Business (G)
MKT 442: Services Marketing Strategy	MKT 425: Global Marketing Management (G)
MKT 452: Business-to-Business Marketing Strategy	SCM 463: Global Supply Chain Management (G)
MKT 462: Competitive Marketing Strategy	
MKT 484: Internship	

#### 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.