





# 2024 - 2025 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 (QTRS OR CS)	3		
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	
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours	Hours	Minimum Grade	Notes
MAT 210: Brief Calculus (MATH OR 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>
Humanities, Arts and Design (HUAD)	3		
SOC Elective AND Social and Behavioral Sciences (SOBE)	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 ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition	3	C	<ul style="list-style-type: none"> <li>Research <a href="#">study abroad opportunities</a> recommended for your major</li> </ul>
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 (SOBE OR 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 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: 6

Term 3 - A 31.25 - 40.25 Credit Hours	Hours	Minimum Grade	Notes
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ACC 231: Uses of Accounting Information I 3

COM 259: Communication in Business and the Professions (CIV) 3

ECN 212: Microeconomic Principles (SOBE OR 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
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ACC 241: Uses of Accounting Information II 3

WPC 248: Sophomore Career Narrative Design OR  
WPC 347: Intermediate Career Management 0.25 C

Elective 3

 Complete Mathematics (MATH) 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	Hours	Minimum Grade	Notes
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ECN 221: Business Statistics (QTRS OR CS) 3 C

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
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Humanities, Arts and Design (HUAD) 3

Scientific Thinking in Natural Sciences (SCIT) 4

 Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 7

Term 5 - A 59.50 - 65.75 Credit Hours **Necessary course signified by** 

 MKT 302: Strategic Marketing Management (L) 3 C

SCM 300: Global Supply Operations (SUST) 3 C

- Meet with your [W. P. Carey Career Coach](#)
- Update your [resume](#)

Term hours subtotal: 6.25

Term 5 - B 65.75 - 74.75 Credit Hours <b>Necessary course signified by</b> ★	Hours	Minimum Grade	Notes
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MKT 352: Marketing Research (L)

3

C

MGT 300: Principles of Management and Leadership

3

C

American Institutions (AMIT)

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
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MKT 402: Consumer Behavior

3

C

ENG 302: Business Writing (L)

3

WPC 300: Problem Solving and Actionable Analytics (QTRS)

3

C

Term hours subtotal: 9

- Complete informational interviews

Term 6 - B 83.75 - 89.75 Credit Hours	Hours	Minimum Grade	Notes
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FIN 300: Fundamentals of Finance

3

C

Upper Division International Business Course AND  
Global Communities, Societies and Individuals (GCSI)

3

C

Term hours subtotal: 6

- 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.
- 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
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Upper Division Marketing Elective

3

C

Scientific Thinking in Natural Sciences (SCIT)

4

Term hours subtotal: 7

- All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480
- Attend W. P. Carey and ASU Career Fairs


Term 7 - B 96.75 - 105.75 Credit Hours <b>Necessary course signified by</b> ★	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

- Gather professional references
- Update your resume

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 (GCSI) 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 Elective	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 three 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 (GCSI OR G)
MKT 412: Innovations in Marketing	ECN 306: Survey of International Economics (GCSI OR SB & G)
MKT 420: Retail Management	MGT 302: Principles of International Business (GCSI OR G)
MKT 425: Global Marketing Management (GCSI OR G)	MKT 425: Global Marketing Management (GCSI OR G)
MKT 442: Services Marketing Strategy	SCM 463: Global Supply Chain Management (GCSI OR G)
MKT 452: Business-to-Business Marketing Strategy	
MKT 462: Competitive Marketing Strategy	
MKT 484: Internship	
(Maximum three credits of MKT 484 may be applied towards the major)	

- **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.