








2024 - 2025 Major Map



Marketing (Professional Sales), BS


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



| 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 Develop your professional online presence Explore career resources Meet with your W. P. Carey Career Coach |
| 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



- 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 | <ul style="list-style-type: none"> • 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 |
| MKT 302: Strategic Marketing Management (L) | 3 | | |
| Humanities, Arts and Design (HUAD) | 3 | | |
| Scientific Thinking in Natural Sciences (SCIT) | 4 | | |
| Elective | 3 | | |
|  Minimum 2.00 GPA ASU Cumulative. | | | |
| Term hours subtotal: | | 16 | |

| Term 5 63.50 - 78.75 Credit Hours Necessary course signified by | Hours | Minimum Grade | Notes |
|---|-------|---------------|--|
|  MKT 352: Marketing Research (L) | 3 | C | <ul style="list-style-type: none"> • 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 |
| ENG 302: Business Writing (L) | 3 | | |
| MKT 370: Professional Sales and Relationship Management | 3 | C | |
| SCM 300: Global Supply Operations (SUST) | 3 | C | |
| WPC 348: Junior Networking Foundations | 0.25 | C | |
| Elective | 3 | | |
| Term hours subtotal: | | 15.25 | |

| Term 6 78.75 - 93.75 Credit Hours Necessary course signified by | Hours | Minimum Grade | Notes |
|---|-------|---------------|---|
|  MKT 402: Consumer Behavior | 3 | C | <ul style="list-style-type: none"> • Complete informational interviews • Complete an in person or virtual practice interview with your W. P. Carey Career Coach |
| LES 305: Business Law and Ethics for Managers | 3 | C | |
| MKT 452: Business-to-Business Marketing Strategy | 3 | C | |
| WPC 300: Problem Solving and Actionable Analytics (QTRS) | 3 | C | |
|  Upper Division International Business Elective AND Global Communities, Societies and Individuals (GCSI) | 3 | C | |
| Term hours subtotal: | | 15 | |

| Term 7 93.75 - 107.75 Credit Hours Necessary course signified by | Hours | Minimum Grade | Notes |
|---|-------|---------------|---|
|  MKT 410: Sales Management | 3 | C | <ul style="list-style-type: none"> • 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 • Gather professional references • Update your resume |
| FIN 300: Fundamentals of Finance | 3 | C | |
| MGT 300: Principles of Management and Leadership | 3 | C | |
| American Institutions (AMIT) | 3 | | |
| 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 | |

| Term 8 107.75 - 120.00 Credit Hours Necessary course signified by | Hours | Minimum Grade | Notes |
|--|-------|---------------|--|
|  MKT 484: Internship | 3 | C | <ul style="list-style-type: none"> • MKT 484: Internship must be sales focused • 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 Professional Sales Concentration Elective | 3 | C |
| Elective | 3 | |
| Term hours subtotal: | 12.25 | |

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

| Upper Division Professional Sales Concentration Elective | Upper Division International Business Course |
|--|--|
| MGT 430: Negotiations | AGB 302: International Management and Agribusiness (GCSI OR G) |
| MKT 435: Entrepreneurial Marketing | ECN 306: Survey of International Economics (GCSI OR SB & G) |
| MKT 438: Advanced Selling Using Data and Technology | MGT 302: Principles of International Business (GCSI OR G) |
| MKT 442: Services Marketing Strategy | MKT 425: Global Marketing Management (GCSI OR G) |
| MKT 484: Internship | SCM 463: Global Supply Chain Management (GCSI OR G) |
| MKT 493: Honors Thesis (L) | |

- **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.