2018 - 2019 Major Map
Marketing, BS

School/College: W. P. Carey School of Business
Location: Tempe campus
BAMKTBS

Fast Track Options: 3 Year

A student must speak with an advisor in order to be added to a fast track plan.

<table>
<thead>
<tr>
<th>Term 1 0 - 16 Credit Hours Critical course signified by ⚫</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPC 101: Student Success in Business</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS 105: Computer Applications and Information Technology (CS)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>MAT 210: Brief Calculus (MA)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ENG 101 or ENG 102: First-Year Composition OR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENG 105: Advanced First-Year Composition OR</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ENG 107 or ENG 108: First-Year Composition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOC OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Humanities, Arts and Design (HU) AND Historical Awareness (H)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

⚫ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 16

<table>
<thead>
<tr>
<th>Term 2 16 - 31.25 Credit Hours Critical course signified by ⚫</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT 211: Mathematics for Business Analysis</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ENG 101 or ENG 102: First-Year Composition OR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENG 105: Advanced First-Year Composition OR</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ENG 107 or ENG 108: First-Year Composition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WPC Career Preparation Course</td>
<td>0.25</td>
<td></td>
<td></td>
</tr>
<tr>
<td>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</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOC OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

⚫ Complete CIS 105 with a grade of "C" or better.
⚫ Complete MAT 210 with a grade of "C" or better.
⚫ Complete ENG 101 OR ENG 105 OR ENG 107 course(s).
⚫ Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 15.25

<table>
<thead>
<tr>
<th>Term 3 31.25 - 47.50 Credit Hours Critical course signified by ⚫</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 231: Uses of Accounting Information I</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>ECN 221: Business Statistics (CS)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

⚫ 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
⚫ Continue using WPC 360
⚫ Join the W. P. Carey mentorship programs
⚫ Explore student leadership opportunities in W. P. Carey
ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)  3  C
WPC Career Preparation Course  0.25
Natural Science - Quantitative (SQ)  4
General Studies Elective  3

- Complete ECN 211 OR ECN 212 with a grade of "C" or better.
- Complete MAT 211 with a grade of "C" or better.
- Minimum 2.00 GPA ASU Cumulative.

Term hours subtotal: 16.25

<table>
<thead>
<tr>
<th>Term 4 47.50 - 61.50 Credit Hours</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>
| ACC 241: Uses of Accounting Information II | 3 | C | • 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  
• Develop your professional online presence |
| Cultural Diversity in the U.S. (C) | 3 | C |
| Natural Science - Quantitative (SQ) OR Natural Science - General (SG) | 4 | |
| General Studies Elective | 3 | |
| Upper Division Elective | 1 | |
| Complete ACC 231 with a grade of "C" or better. | | |
| Complete ECN 221 with a grade of "C" or better. | | |
| Minimum 2.00 GPA ASU Cumulative. | | |
| Term hours subtotal: 14 | | |

Term 5 61.50 - 76.75 Credit Hours

- MKT 302: Applied Marketing Management and Leadership (L)  3  C  
- ENG 302: Business Writing (L)  3  
- SCM 300: Global Supply Operations  3  C  
- FIN 300: Fundamentals of Finance  3  C  
- WPC Career Preparation Course  0.25  
- Upper Division Humanities, Arts and Design (HU)  3  

- Complete ACC 241 with a grade of "C" or better.  
- Complete ACC 241 with a grade of "C" or better.  
- Minimum 2.00 GPA ASU Cumulative.  

Term hours subtotal: 15.25

<table>
<thead>
<tr>
<th>Term 6 76.75 - 91.75 Credit Hours</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>
| MKT 352: Marketing Research (L)  3  C  
Upper Division Marketing Elective  3  C  
MGT 300: Organization and Management Leadership  3  C  
Upper Division International Business Course AND Global Awareness (G)  3  C  
Elective  3  |
| Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s). | | |
| Term hours subtotal: 15 | | |

Term 7 91.75 - 106.75 Credit Hours

- MKT 425 cannot count as both International Business course requirement and MKT Elective. If MKT 425 is taken, select another MKT Elective.  
- Complete informational interviews  
- Complete an in person or virtual practice interview with your W. P. Carey Career Coach
### WPC Career Preparation Courses (1 credit hr total)

- **WPC 148**: Freshman Career Preparation
- **WPC 248**: Sophomore Career Preparation
- **WPC 348**: Junior Career Preparation
- **WPC 448**: Intensive Career Preparation or
  **WPC 449**: Campus to Career

### WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)

- **WPC 347**: Intermediate Career Preparation
- **WPC 348**: Junior Career Preparation
- **WPC 448**: Intensive Career Preparation or
  **WPC 449**: Campus to Career

### Upper Division Marketing Electives - select three courses (9 credit hours)

- **MKT 365**: Advertising Management
- **MKT 370**: Professional Sales and Relationship Management
- **MKT 410**: Sales Management
- **MKT 425**: Global Marketing Management (G)
- **MKT 435**: Entrepreneurial Marketing
- **MKT 440**: Creating Digital Experiences
- **MKT 442**: Services Marketing Strategy
- **MKT 450**: Social Media and Content Marketing
- **MKT 452**: Business-to-Business Marketing Strategy

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.
Upper Division International Business Course—select one course (3 credit hours)

AGB 302: International Management and Agribusiness (G)
ECN 306: Survey of International Economics (SB & G)
MGT 302: Principles of International Business (G)
MKT 425: Global Marketing Management (G)
SCM 463: Global Supply Chain Management (G)

General Studies Electives

ARB 101: Elementary Arabic I
ARB 102: Elementary Arabic II
BIO 320: Fundamentals of Ecology
CHI 205: Chinese Calligraphy
COM 207: Introduction to Communication Inquiry
COM 259: Communication in Business and the Professions
COM 281: Communication Activities
COM 310: Relational Communication
COM 312: Communication, Conflict, and Negotiation
COM 317: Nonverbal Communication
COM 341: Social Contexts for Performance
COM 414: Crisis Communication
COM 430: Leadership in Group Communication
COM 453: Communication Training and Development
COM 465: Intercultural Communication Workshop
ENG 210: Introduction to Creative Writing
ENG 213: Introduction to the Study of Language
ENG 310: Intermediate Creative Writing
ENG 314: Modern Grammar
ENG 345: Selected Authors or Issues
FAS 301: Introduction to Parenting
FRE 111: Fundamentals of French
FRE 472: Franco-Canadian Civilization
GCU 433: Geography of Southeast Asia

General Studies Electives Continued

LAT 101: Elementary Latin
LAT 102: Elementary Latin
MAT 242: Elementary Linear Algebra
MAT 243: Discrete Mathematical Structures
MAT 310: Introduction to Geometry
MAT 342: Linear Algebra
MAT 362: Advanced Mathematics for Engineers and Scientists
MAT 370: Intermediate Calculus
MAT 371: Advanced Calculus I
MAT 372: Advanced Calculus II
MAT 410: Introduction to General Topology
MAT 415: Introduction to Combinatorics
MAT 416: Introduction to Graph Theory
MAT 442: Advanced Linear Algebra
MAT 443: Introduction to Abstract Algebra
MAT 444: Intermediate Abstract Algebra
MAT 445: Theory of Numbers
MAT 460: Vector Calculus
MAT 461: Applied Complex Analysis
MAT 462: Applied Partial Differential Equations
MAT 472: Intermediate Real Analysis I
MAT 475: Differential Equations
MAT 485: History of Mathematics
POR 101: Elementary Portuguese
ROM 101: Elementary Romanian
ROM 201: Intermediate Romanian
ROM 313: Romanian Composition and Conversation
### 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 on the major map are current for the 2018 - 2019 academic year.