# 2019 - 2020 Major Map
## Marketing, BS
### School/College: W. P. Carey School of Business
### Location: Online

<table>
<thead>
<tr>
<th>Term</th>
<th>Credit Hours</th>
<th>Critical course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term 1 - A</td>
<td>0 - 7</td>
<td>CIS 105: Computer Applications and Information Technology (CS)</td>
<td>3</td>
<td>C</td>
<td>• An SAT, ACT, Accuplacer, IELTS, or TOEFL score determines placement into first-year composition courses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WPC 101: Student Success in Business</td>
<td>1</td>
<td></td>
<td>• ASU 101 or college specific equivalent First Year Seminar required of all freshman students. WPC 101 is the W. P. Carey School course that meets this requirement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition</td>
<td>3</td>
<td>C</td>
<td>• Create your first college resume</td>
</tr>
<tr>
<td>Term 2 - A</td>
<td>16 - 25</td>
<td>MAT 211: Mathematics for Business Analysis</td>
<td>3</td>
<td>C</td>
<td>• View ASU Online first-time freshmen registration information here</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td>• Mathematics Placement Assessment score determines placement in mathematics course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ENG 101 or ENG 102: First-Year Composition OR ENG 105: Advanced First-Year Composition OR ENG 107 or ENG 108: First-Year Composition</td>
<td>3</td>
<td>C</td>
<td>• Join a student club or organization</td>
</tr>
<tr>
<td>Term 3 - A</td>
<td>31.25 - 37.50</td>
<td>ACC 231: Uses of Accounting Information I</td>
<td>3</td>
<td>C</td>
<td>• Explore career resources.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term</th>
<th>Credit Hours</th>
<th>Critical course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term 1 - B</td>
<td>7 - 16</td>
<td>MAT 210: Brief Calculus (MA)</td>
<td>3</td>
<td>C</td>
<td>• Mathematics Placement Assessment score determines placement in mathematics course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SOC course (SB) OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td>• View ASU Online first-time freshmen registration information here</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Humanities, Arts and Design (HU) AND Historical Awareness (H)</td>
<td>3</td>
<td></td>
<td>• Mathematics Placement Assessment score determines placement in mathematics course</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Minimum 2.00 GPA ASU Cumulative.</td>
<td></td>
<td></td>
<td>• Mathematics Placement Assessment score determines placement in mathematics course</td>
</tr>
<tr>
<td>Term 2 - B</td>
<td>25 - 31.25</td>
<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>• Attend W. P. Carey and ASU Career Fairs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>WPC Career Preparation Course</td>
<td>0.25</td>
<td>C</td>
<td>• Join the W. P. Carey mentorship programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SOC course (SB) OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td>• Research study abroad opportunities recommended for your major</td>
</tr>
<tr>
<td>Term 3 - B</td>
<td>31.25 - 37.50</td>
<td>WPC Career Preparation Course</td>
<td>0.25</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Term 3 - B 37.50 - 46.50 Credit Hours</td>
<td>Critical course signified by</td>
<td>Hours</td>
<td>Minimum Grade</td>
<td>Notes</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-----------------------------</td>
<td>-------</td>
<td>---------------</td>
<td>-------</td>
<td></td>
</tr>
<tr>
<td>General Studies Elective</td>
<td></td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Term hours subtotal:** 6.25

- ACC 241: Uses of Accounting Information II
- ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)
- General Studies Elective

Complete ECN 211 AND ECN 212.

Minimum 2.00 GPA ASU Cumulative.

Complete Mathematics (MA) requirement.

**Term hours subtotal:** 9

<table>
<thead>
<tr>
<th>Term 4 - A 46.50 - 52.50 Credit Hours</th>
<th>Critical course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>

**Term hours subtotal:** 6

- ECN 221: Business Statistics (CS)
- General Studies Elective

- Attend and career fairs
- Apply for internships or create one

**Term hours subtotal:** 7

<table>
<thead>
<tr>
<th>Term 4 - B 52.50 - 59.50 Credit Hours</th>
<th>Critical course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>

- Cultural Diversity in the U.S. (C)
- Natural Science - Quantitative (SQ)

Minimum 2.00 GPA ASU Cumulative.

**Term hours subtotal:** 7

<table>
<thead>
<tr>
<th>Term 5 - A 59.50 - 68.50 Credit Hours</th>
<th>Necessary course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>

**Term hours subtotal:** 9

- MKT 302: Applied Marketing Management and Leadership (L)
- SCM 300: Global Supply Operations
- Elective

- Meet with your W. P. Carey Career Coach

**Term hours subtotal:** 9

<table>
<thead>
<tr>
<th>Term 5 - B 68.50 - 74.75 Credit Hours</th>
<th>Necessary course signified by</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
</table>

**Term hours subtotal:** 6.25

- MKT 352: Marketing Research (L)
- MGT 300: Organization and Management Leadership
- WPC Career Preparation Course

**Term 6 - A 74.75 - 83.75 Credit Hours** | Necessary course signified by | Hours | Minimum Grade | Notes |

**Term hours subtotal:** 9

- MKT 402: Consumer Behavior
- ENG 302: Business Writing (L)
- WPC 300: Problem Solving and Actionable Analytics

- Complete informational interviews

**Term 6 - B 83.75 - 89.75 Credit Hours** | Necessary course signified by | Hours | Minimum Grade | Notes |

**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.
Upper Division International Business Course AND Global Awareness (G)  
FIN 300: Fundamentals of Finance  
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 - 95.75 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Division Marketing Elective</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 6

### Term 7 - B 95.75 - 104.75 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 442: Services Marketing Strategy OR MKT 452: Business-to-Business Marketing Strategy</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>LES 305: Business Law and Ethics for Managers</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division Marketing Elective</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 9

### Term 8 - A 104.75 - 113.75 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Division Humanities, Arts and Design (HU)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Natural Science - Quantitative (SQ) OR Natural Science - General (SG)</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 9

### Term 8 - B 113.75 - 120.00 Credit Hours

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Minimum Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPC 480: W. P. Carey Capstone Course (L)</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
<tr>
<td>Upper Division Marketing Elective</td>
<td>3</td>
<td>C</td>
<td></td>
</tr>
</tbody>
</table>

Term hours subtotal: 6.25

- Portions of the Senior Standing year can be selected from the list below.

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

- WPC Career Preparation Courses (1 credit hr total)
- WPC 148: Freshman Career Preparation
- WPC 248: Sophomore Career Preparation
- WPC Career Preparation Courses - Transfer Student Track (1 credit hr total)
- WPC 347: Intermediate Career Preparation
- WPC 348: Junior Career Preparation
- Upper Division Marketing Electives - select three courses (9 credit hrs)
- MKT 365: Advertising and Beyond: Customer-Centric Brand Development

- 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.

- 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.

- 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
### General Studies Awareness Requirements:
- Cultural Diversity in the U.S. (C)

### 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)

#### Upper Division Hours
- 50 minimum

#### Major GPA
- 2.00 minimum

#### Cumulative GPA
- 2.00 minimum

#### Total Hours
- 120.00

#### Hrs Resident Credit for Academic Recognition
- 56 minimum

#### Total Community College Hrs
- 64 maximum

### 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

- BIO 320: Fundamentals of Ecology
- COM 207: Introduction to Communication Inquiry
- 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
- POR 101: Elementary Portuguese
- ROM 101: Elementary Romanian
- SPA 101: Elementary Spanish I
- SPA 102: Elementary Spanish II
General Studies designations listed on the major map are current for the 2019 - 2020 academic year.

- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed on the major map are current for the 2019 - 2020 academic year.