# 2018 - 2019 Major Map
## Marketing (Professional Sales), BS
### School/College: W. P. Carey School of Business
### Location: Tempe campus

<table>
<thead>
<tr>
<th>Term 1 0 - 16 Credit Hours</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>• An SAT, ACT, Accuplacer, IELTS or TOEFL score determines placement into first-year composition courses</td>
</tr>
<tr>
<td>MAT 210: Brief Calculus (MA)</td>
<td>3</td>
<td>C</td>
<td>• ASU Mathematics Placement Assessment score determines placement in mathematics course</td>
</tr>
<tr>
<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>• 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>SOC OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td>• Join a student club or organization</td>
</tr>
<tr>
<td>Humanities, Arts and Design (HU) AND Historical Awareness (H)</td>
<td>3</td>
<td></td>
<td>• Organize and track your activities, events, and experiences with WPC 360</td>
</tr>
<tr>
<td>Minimum 2.00 GPA ASU Cumulative.</td>
<td></td>
<td></td>
<td>• Create your first college resume</td>
</tr>
</tbody>
</table>

| Term hours subtotal: | 16 | |

<table>
<thead>
<tr>
<th>Term 2 16 - 31.25 Credit Hours</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>• 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.</td>
</tr>
<tr>
<td>ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td>• Attend W. P. Carey and ASU Career Fairs</td>
</tr>
<tr>
<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>• Continue using WPC 360</td>
</tr>
<tr>
<td>WPC Career Preparation Course</td>
<td>0.25</td>
<td></td>
<td>• Join the W. P. Carey mentorship programs</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>• Explore student leadership opportunities in W. P. Carey</td>
</tr>
<tr>
<td>SOC OR PSY course (SB)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete CIS 105 with a grade of &quot;C&quot; or better.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete MAT 210 with a grade of &quot;C&quot; or better.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complete ENG 101 OR ENG 105 OR ENG 107 course(s).</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minimum 2.00 GPA ASU Cumulative.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Term hours subtotal: | 15.25 | |

<table>
<thead>
<tr>
<th>Term 3 31.25 - 47.50 Credit Hours</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>• 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.</td>
</tr>
<tr>
<td>ECN 221: Business Statistics (CS)</td>
<td>3</td>
<td>C</td>
<td>• Explore career resources.</td>
</tr>
<tr>
<td>ECN 211: Macroeconomic Principles (SB) OR ECN 212: Microeconomic Principles (SB)</td>
<td>3</td>
<td>C</td>
<td>• Meet with your W. P. Carey Career Coach</td>
</tr>
</tbody>
</table>
Complete MAT 211 with a grade of "C" or better.

Complete ECN 211 OR ECN 212 with a grade of "C" or better.

Minimum 2.00 GPA ASU Cumulative.

Complete Mathematics (MA) requirement.

<table>
<thead>
<tr>
<th>Term</th>
<th>Hours</th>
<th>Grade</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>14.25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Term 4 47.50 - 61.50 Credit Hours

Critical course signified by 🟠

- **MKT 302: Applied Marketing Management and Leadership (L)**: 3 hours, C grade
- **ACC 241: Uses of Accounting Information II**: 3 hours, C grade
- **Cultural Diversity in the U.S. (C)**
  - **Natural Science - Quantitative (SQ) OR Natural Science - General (SG)**: 4 hours
  - **Elective**: 1 hour

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: 16.25

Term 5 61.50 - 76.75 Credit Hours

Necessary course signified by 🟢

- **MKT 352: Marketing Research (L)**: 3 hours, C grade
- **MKT 370: Professional Sales and Relationship Management**: 3 hours, C grade
- **FIN 300: Fundamentals of Finance**: 3 hours, C grade
- **SCM 300: Global Supply Operations**: 3 hours, C grade
- **WPC Career Preparation Course**: 0.25 hours
- **General Studies Elective**: 3 hours

Complete ACC 241 with a grade of "C" or better.

Term hours subtotal: 14

Term 6 76.75 - 91.75 Credit Hours

Necessary course signified by 🟢

- **MKT 402: Consumer Behavior**: 3 hours, C grade
- **MKT 452: Business-to-Business Marketing Strategy**: 3 hours, C grade
- **MGT 300: Organization and Management Leadership**: 3 hours, C grade
- **Upper Division International Business Elective AND Global Awareness (G)**: 3 hours, C grade
- **General Studies Elective**: 3 hours

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

Necessary course signified by 🟢

- **MKT 410: Sales and Sales Management**: 3 hours, C grade

Term hours subtotal: 15

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 one internship

Develop your professional online presence

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

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
LES 305: Business Law and Ethics for Managers .......... 3  C
WPC 300: Problem Solving and Actionable Analytics .... 3  C
Elective ........................................................................... 3

Term hours subtotal: 15

Term 8 106.75 - 120.00 Credit Hours Necessary course signified by

<table>
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<tr>
<th>Hours</th>
<th>Minimum Grade</th>
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WPC 480: W. P. Carey Capstone Course (L) .................. 3  C
Upper Division Professional Sales Concentration Elective 3  C
Upper Division Humanities, Arts and Design (HU) ........ 3
Elective ........................................................................... 1

Term hours subtotal: 13.25

• 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.

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 348: Junior Career Preparation
WPC 448: Intensive Career Preparation or
WPC 449: Campus to Career
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)

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

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

WPC Career Preparation Courses

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

• 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

• MKT 484: Internship must be sales
  focused
• Apply for full-time career opportunities

Term 9 106.75 - 120.00 Credit Hours

<table>
<thead>
<tr>
<th>Hours</th>
<th>Minimum Grade</th>
</tr>
</thead>
</table>

MKT 484: Internship .............................................. 3  C

Upper Division Professional Sales Concentration Electives - select one course (3 credit hours)

MKT 435: Entrepreneurial Marketing
MKT 442: Services Marketing Strategy
MKT 493: Honors Thesis (L)
MGT 430: Negotiations

WPC Career Preparation Course

Upper Division Humanities, Arts and Design (HU)

Elective 3

Term hours subtotal: 13.25

Hide Course List(s)/Track Group(s)
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
GER 111: Fundamentals of German
GRK 101: Elementary Ancient Greek
GRK 201: Intermediate Ancient Greek
HST 389: Japan Society and Values/Premod
IDN 101: Elementary Indonesian I
IDN 102: Elementary Indonesian II
JPN 206: Japanese Calligraphy
JPN 414: Introduction to Classical Japanese
KOR 101: First-Year Korean I
KOR 102: First-Year Korean II
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
ROM 314: Romanian Composition and Conversation
RUS 101: Elementary Russian I
RUS 102: Elementary Russian II
SHS 101: American Sign Language I
SHS 102: American Sign Language II
SHS 201: American Sign Language III
SHS 202: American Sign Language IV
SPA 101: Elementary Spanish I
SPA 102: Elementary Spanish
SPA 111: Fundamentals of Spanish
SPA 434: Drama of the Golden Age
SPA 454: 19th-Century Spanish American Narrative
SPA 456: 20th-Century Spanish American Fiction
SPA 486: Chicano/a Novel: Áltima, Rafa y Lala
General Studies designations listed on the major map are current for the 2018 - 2019 academic year.

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.