

Marketing Concentration Plan of Study

FALL 2021 AND LATER

Name:
Student Number: W

Student (signature):
Faculty Advisor (signature):

Fill out this form as completely as you can before meeting with your advisor for review. If a course is completed, add the grade in the "Completed" column and circle it if transfer credit. Indicate current courses by marking an "X" in the enrolled column. If a course has not been completed, indicate which quarter you intend to take it by marking an "X" in the correct column. All plans of study are TENTATIVE pending registration availability.

Fill in the quarter and year for future quarters that you will be taking classes in the gray boxes → → →			Prerequisites		Completed		Quarter		Year		Enrolled	
FOUNDATION (28 Credits)	MATH 157 Calculus for Business	C- or Better in MATH 156, 114, or 118										
	MIS 220 Intro to Business Computer Systems	Premajor/Minor Status; Test-Out Possible										
	ECON 206 Introduction to Microeconomics	MATH 112 or Equivalent										
	ACCT 240 Financial Accounting	No Prerequisites										
	DSCI 205 Business Statistics	MATH 156 or 114 or 115 or 118										
	ACCT 245 Managerial Accounting	ACCT 240										
	ECON 207 Introduction to Macroeconomics	ECON 206 or 101 or 446										
	MGMT 271 Business Law	No Prerequisites										
CORE (24 Credits)	DSCI 305 Applied Business Statistics	DSCI 205; MATH 157 or 124 or 138										
	FIN 341 Principles of Finance	ACCT 245; DSCI 205; MIS 220 or Equivalent										
	MGMT 311 Management and Organizational Behavior	No Prerequisites										
	MIS 320 Management Information Systems	MIS 220 or Equivalent										
	MKTG 380 Principles of Marketing	ACCT 240; ECON 206										
	OPS 360 Operations Management	DSCI 205; ACCT 245; Spreadsheet Competence										
CONCENTRATION (28 credits) Full Majors Only	MKTG 381 Fundamentals of MKTG Research (WP2)	MKTG 380; Co-requisite with 382										
	MKTG 382 Consumer Behavior (WP1)	MKTG 380; Co-requisite with 381										
	MKTG 4____ Select from MKTG courses listed below	See WWU Catalog										
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CAPSTONE	MKTG 489 Marketing Management and Strategy	Two 4XX MKTG courses (Not 480 or 490)										
ADVANCED CORE (8 credits)	MGMT 382 Business and Its Environment	MGMT 271; Full Major Status; Junior Standing										
	MGMT 495 Strategic Management	MGMT 311; FIN 341; MIS 320; MKTG 380; OPS 360										

MKTG Elective Options:	MKTG 481 Marketing Analytics
MKTG 471 Sports Marketing (Summer Only)	MKTG 482 Personal Selling/Sales Management
MKTG 473 Innovation	MKTG 483 Integrated MKTG Communications (CF)
MKTG 474 Sustainable Marketing (CF)	MKTG 484 Retailing
MKTG 475 Branding Marketing (CF)	MKTG 486 International MKTG Management (CF)
MKTG 476 Digital Marketing	MKTG 488 Topics in Marketing
MKTG 478 Strategic Social Media MKTG (CF)	MKTG 499 People and Money (CF)
MKTG 480 Marketing Internship (Not MKTG 490)	Internet Studies Center Cert. (Comp. Sci. Dept.)

Tips for Marketing Majors:
1) Try to take MKTG 380 as early in your Junior year as possible
2) Try to take MKTG 381 and MKTG 382 immediately after MKTG 380
3) MKTG 381 and MKTG 382 should be taken in the same quarter
4) You may complete other courses in ANY order, but be sure to check prerequisites

The following Foundation courses count towards the 90 non-business credits required for graduation:
MATH 157
DSCI 205
ECON 206
ECON 207

Revised Summer 21

IMPORTANT: One of the Electives you choose from the list above **MUST** be a Communication Focus course. These courses are denoted on the list with a "(CF)".

Students - See Criteria and Planning Sheet on Reverse

Student Planning Sheet

Please note that your plan below is TENTATIVE and subject to change

Year 1

Fall	CR	Winter	CR	Spring	CR	Summer	CR
Total Credits		→		→		→	

Year 2

Fall	CR	Winter	CR	Spring	CR	Summer	CR
Total Credits		→		→		→	

Year 3

Fall	CR	Winter	CR	Spring	CR	Summer	CR
Total Credits		→		→		→	

Year 4

Fall	CR	Winter	CR	Spring	CR	Summer	CR
Total Credits		→		→		→	

Application Criteria

- Students do not need to have all Foundation Courses complete to apply for and be granted Pre-major status; we recommend applying as soon as possible
- To apply for Pre-major status, students must have: 1) 45 or more college-level credits earned, 2) a 2.50 all-college GPA and a 2.50 WWU GPA
- Pre-major students who complete all Foundation Courses with a 2.50 all-college GPA and a 2.50 WWU GPA will be automatically granted full Major status with no additional application

Graduation Criteria

- Students must complete a minimum of 180 total credit hours
- Students must complete a minimum of 90 non-business credits
- A minimum of 50% of Business Admin. credits must be taken at WWU
- Check WWU's overall limits on transfer credits, if applicable to you
- A minimum of 60 credits must be upper-division (300 or 400 level)
- Grades below a C- in Major or Minor courses do not count towards your degree

Email Teri Hall, Student Success Specialist (Teri.Hall@wwu.edu), to help plan Foundation Courses
Email your Faculty Advisor or the Department Manager for Major advising

It is YOUR responsibility to track your degree completion. We recommend doing so on Degree Works in Web4U.