# Marketing Concentration Plan of Study

**FALL 2014 AND LATER**

Department of Finance and Marketing

College of Business and Economics, Western Washington University

---

**NAME**

**W**

**Student Number**

---

Fill out this form as completely as you can, and then meet with your advisor for review and signature.

Upon completion, please return the form to the Finance and Marketing Department Office in PH 415.

Freshmen and Sophomores may complete only a portion of the table below, deferring the remainder until the Junior year.

The purpose of this form is to help you plan your courses up to graduation. It is concerned only with courses in your major and concentration. This exercise is meant to serve as a guide to reflect your particular needs and interests and to inform the department of your plans. The schedule is flexible and may be changed at any time in consultation with your advisor to make sure that major and concentration requirements are being met. It is possible to complete all of your business requirements and still not have enough credits to graduate; it is your responsibility to be sure that you have 180 credits completed by the time you expect to graduate.

---

**SCHEDULE OF COURSES TO BE COMPLETED IN THE MAJOR**

- Take DSCI 305 as soon as possible after DSCI 205.
- Take MKTG 380 as early as possible in your junior year.
- You are not required to complete all the Core courses in the order listed below; however, you are advised to take some every quarter, and you must complete the prerequisites.
- Take MKTG 381 and 382 immediately after MKTG 380. MKTG 381 & 382 should be taken in the same quarter.
- Take MKTG 489 after all other Marketing courses are completed, if possible. Two 400-level MKTG classes must be completed with a C- or better or be in progress to register for 489.
- Take MKTG 495 in your last quarter, if possible. All prerequisites for MKTG 495 must be successfully completed before you will be allowed to register for MKTG 495.
- **YOU MUST COMPLETE COURSE PREREQUISITES BEFORE YOU WILL BE ALLOWED TO REGISTER FOR UPPER-DIVISION CLASSES.**

---

**PLEASE COMPLETE THE TABLE BELOW AS FOLLOWS:**

If you have completed a course, please indicate the grade received (under "completed"), and circle the grade if it is transfer credit.

If a course has not been completed, indicate (with an "X") the quarter in which you plan to take it (pending registration availability).

---

**Fill in the quarter and year for the current quarter and future quarters that you will be taking classes------>

<table>
<thead>
<tr>
<th>Credits</th>
<th>Course Name</th>
<th>Prerequisites</th>
<th>Quarter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MATH 157 Calculus for Business</td>
<td>C- or better in MATH 156, 114, or 118</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MIS 220 Intro to Bus Computer Systems/Lab</td>
<td>ACCT 240, MIS 220 test-out through DSCI</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCT 240 Financial Accounting</td>
<td>No prerequisites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ACCT 245 Managerial Accounting</td>
<td>ACCT 240</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSCI 205 Business Statistics</td>
<td>MATH 156 or 114 or 115 or 118</td>
<td></td>
</tr>
<tr>
<td></td>
<td>ECON 206 Introduction to Microeconomics</td>
<td>ECON 206 or 446 or 101. MATH 112 or equiv</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MGMT 271 Business Law</td>
<td>No prerequisites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 380 Principles of Marketing</td>
<td>ACCT 240, ECON 206, Junior Standing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>DSCI 305 Applied Business Statistics</td>
<td>DSCI 205</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FIN 341 Principles of Finance</td>
<td>ACCT 245, DSCI 205, MIS 220 or equiv</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MGMT 311 Mgmt &amp; Org Behavior</td>
<td>No prerequisites</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MGMT 382/482 Business &amp; Environment</td>
<td>MGMT 271, Full Major Status. Junior Standing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MIS 320 Mgmt Information Systems</td>
<td>MIS 220 or equiv (ACCT 321 satisfies requirement)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OPS 360 Operations Management</td>
<td>DSCI 205, ACCT 245, spreadsheet competence</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 381 Fundamentals of Mkgt Research</td>
<td>MKTG 380, Major Status (Co-requisite with 385)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 382 Buying Behavior and Analysis</td>
<td>MKTG 380, Major Status (Co-requisite with 381)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4  Select from courses listed below</td>
<td>MKTG 4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4  Select from courses listed below</td>
<td>MKTG 4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 4  Select from courses listed below</td>
<td>MKTG 4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 489 Marketing Mgmt &amp; Strategy</td>
<td>DSCI 305, two 400 level MKTG courses (Not 480)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MKTG 495 Business Policy (or MKTG 492)</td>
<td>MKTG 311, FIN 341, MIS 320, MKTG 360, OPS 360</td>
<td></td>
</tr>
</tbody>
</table>

* These courses count toward the 90 non-business credits required for graduation.
* MKTG 381 and MKTG 382 must be taken in the same quarter.
* To register for MKTG 489, send an e-mail with your "W" number to Toli.Talkington@wwu.edu prior to registration.
* Select from the following courses (excluding MKTG 490).

- MKTG 471 Sports Marketing (Summer only)
- MKTG 473 Innovation
- MKTG 474 MKTG Sustainable Marketing (CF)
- MKTG 475 Brand Management (CF)
- MKTG 476 Digital Marketing
- MKTG 480 Marketing Internship
- MKTG 481 Advanced MKTG Research & Analysis
- MKTG 482 Personal Selling/Sales Management (CF)
- MKTG 483 Integrated Marketing Communications (CF)
- MKTG 484 Retailing
- MKTG 485 International Marketing Management (CF)
- MKTG 486 Introduction to Non-Profit Marketing
- MKTG 488 Topics in Marketing

One MKTG elective may be satisfied by the completion of the Internet Studies Center Certificate—See Computer Science Department for Requirements. One MKTG elective may be satisfied by taking a related course (based on the student's special interest) outside of Marketing but must have prior advisor & Chair approval.

Completion of at least one CBE communication focus course and one CBE writing proficiency course.

My CBE communication focus course will be: _______________. My CBE writing proficiency course will be: MKTG 381 and 382

See the University Catalog for WWU graduation requirements which include:

- A minimum of 180 credit hours required for graduation (of this a maximum of 105 credit hours may be transferred from a community college).
- A minimum of 60 credit hours of upper-division (300-400) course work. (Major requirements for MKtg meet this.)
- A minimum of 90 "non-business" credit hours of course work must be taken.
- A minimum of 50% of the Business Administration major credit hours taken at WWU.

---

Student (signature)

Faculty Advisor (signature)

PMKT Office (initials)

Date

Rev May 15