

# Marketing Concentration Plan of Study

AY 2021-2022 (updated 5/5/2022\_hc)

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	Enrolled	Quarter										
						Year										
<b>FOUNDATION</b> (30 Credits)	ACCT 240 Financial Accounting	4	No Prerequisites													
	ACCT 245 Managerial Accounting	4	☐ ACCT 240													
	DSCI 205 Business Statistics	4	☐ MATH 114 or 115 or 118 or 156 or equivalent													
	ECON 206 Introduction to Microeconomics	4	☐ MATH 112 or Equivalent													
	ECON 207 Introduction to Macroeconomics	4	☐ ECON 101 or 206 or 446; ☐ Math 112 or equiv.													
	MATH 157 Calculus for Business	4	☐ C- or better in MATH 114 or 118 or 156													
	MGMT 271 Business Law	4	No Prerequisites													
	MIS 220 Intro to Business Computer Systems	2	Premajor/Minor Status; Test-Out Possible													
<b>CORE</b> (28 Credits)	DSCI 305 Applied Business Statistics	4	☐ DSCI 205; ☐ MATH 157 or 124 or 138													
	FIN 341 Principles of Finance	4	☐ ACCT 245; ☐ DSCI 205; ☐ MIS 220 or equivalent													
	MGMT 311 Management and Organizational Behavior	4	No Prerequisites													
	MGMT 382 Business and Its Environment	4	☐ MGMT 271; ☐ Full Major Status													
	MIS 320 Management Information Systems	4	☐ MIS 220 or equivalent													
	MKTG 380 Principles of Marketing	4	☐ ACCT 240; ☐ ECON 206													
	OPS 360 Operations Management	4	☐ DSCI 205; ☐ ACCT 245; ☐ Spreadsheet competence													
<b>ADVANCED CORE</b> (4 credits)	one course from:															
	MGMT 492 Entrepreneurial Problems	4	☐ Majors Only; ☐ MGMT 491													
	MGMT 495 Strategic Management	4	☐ Majors only; ☐ MGMT 311; ☐ FIN 341; ☐ MKTG 380; ☐ OPS 360; ☐ MIS 320 or ACCT 321													
<b>CONCENTRATION</b> (28 credits) Full Majors Only	MKTG 381 Fundamentals of MKTG Research (WP2)	4	☐ MKTG 380; ☐ Co-requisite with 382													
	MKTG 382 Consumer Behavior (WP1)	4	☐ MKTG 380; ☐ Co-requisite with 381													
	MKTG 4 _____ Select from MKTG courses listed below	4	See WWU Catalog													
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<b>CAPSTONE</b>	MKTG 489 Marketing Management and Strategy	4	☐ MKTG 381/382; ☐ MKTG 4xx; ☐ MKTG 4xx (two 400-level MKTG courses - excludes 480 & 490)													

<b>MKTG Elective Options:</b>	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 Marketing Strategies for Sustainability (CF)	MKTG 484 Retailing
MKTG 475 Branding Management (CF)	MKTG 486 International MKTG Management (CF)
MKTG 476 Digital Marketing	MKTG 487 Nonprofit Marketing
MKTG 478 Strategic Social Media MKTG (CF)	MKTG 488 Topics in Marketing (varying topics)
MKTG 480 Marketing Internship (Not MKTG 490)	MKTG 499 People and Money (CF)

<b>Tips for Marketing Majors:</b>
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 must 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 Spring 2022

**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.