

Marketing Concentration Plan of Study

FALL 2023 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 (30 Credits)	ACCT 240 Financial Accounting	4 No Prerequisites											
	ACCT 245 Managerial Accounting	4 <input type="checkbox"/> ACCT 240											
	DSCI 205 Business Statistics	4 <input type="checkbox"/> MATH 114 or 115 or 118 or 156 or equivalent											
	ECON 206 Introduction to Microeconomics	4 <input type="checkbox"/> MATH 112 or Equivalent											
	ECON 207 Introduction to Macroeconomics	4 <input type="checkbox"/> ECON 101 or 206 or 446; <input type="checkbox"/> Math 112 or equiv.											
	MATH 157 Calculus for Business	4 <input type="checkbox"/> 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											
CORE (26 Credits)	BUS 310 - Intro to Professional & Career Readiness	1 <input type="checkbox"/> Major or pre-major status see note below											
	BUS 410 - Professional & Career Readiness	1 <input type="checkbox"/> BUS 310 see note below											
	DSCI 305 Applied Business Statistics	4 <input type="checkbox"/> DSCI 205; <input type="checkbox"/> MATH 157 or 124 or 138											
	FIN 341 Principles of Finance	4 <input type="checkbox"/> ACCT 245; <input type="checkbox"/> DSCI 205; <input type="checkbox"/> MIS 220 or equivalent											
	MGMT 311 Management and Organizational Behavior	4 No Prerequisites											
	MIS 320 Management Information Systems	4 <input type="checkbox"/> MIS 220 or equivalent											
	MKTG 380 Principles of Marketing	4 <input type="checkbox"/> ACCT 240; <input type="checkbox"/> ECON 206											
	OPS 360 Operations Management	4 <input type="checkbox"/> DSCI 205; <input type="checkbox"/> ACCT 245; <input type="checkbox"/> Spreadsheet competence											
ADVANCED CORE (4 credits)	one course from:												
	MGMT 492 Entrepreneurial Problems	4 <input type="checkbox"/> Majors Only; <input type="checkbox"/> MGMT 491											
		<input type="checkbox"/> Full Major; <input type="checkbox"/> Senior Status; <input type="checkbox"/> MGMT 311; <input type="checkbox"/> FIN 341;											
	MGMT 495 Strategic Management	4 <input type="checkbox"/> MKTG 380; <input type="checkbox"/> OPS 360; <input type="checkbox"/> MIS 320 or ACCT 321											
CONCENTRATION (28 credits) Full Majors Only	MKTG 381 Fundamentals of MKTG Research (WP2)	4 <input type="checkbox"/> MKTG 380; <input type="checkbox"/> Co-requisite with 382											
	MKTG 382 Consumer Behavior (WP1)	4 <input type="checkbox"/> MKTG 380; <input type="checkbox"/> Co-requisite with 381											
	MKTG 4_____ Select from MKTG courses listed below	4 See WWU Catalog											
	MKTG 4_____ Select from MKTG courses listed below	4 See WWU Catalog											
	MKTG 4_____ Select from MKTG courses listed below	4 See WWU Catalog											
CAPSTONE	MKTG 489 Marketing Management and Strategy	4 <input type="checkbox"/> MKTG 381/382; <input type="checkbox"/> MKTG 4xx; <input type="checkbox"/> MKTG 4xx (two 400-level MKTG courses - excludes 480 & 490)											

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 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)

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 Spring 2023

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)".
- BUS 310 and BUS 410 must be taken only by Majors/Pre-majors declared after Fall 2022. These classes do not

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

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

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