

# MARKETING/MANAGEMENT DOUBLE MAJOR

## Suggested Course Advisement Plan – 2008-2010 Catalog

This Suggested Course Advisement Plan is an unofficial publication of the Department of Marketing and Management at Northwest Missouri State University. For official course requirements, students should refer to the university's undergraduate catalog, which supersedes this document.

### Freshman Year

Fall Courses	Hours
10-111 Composition	3
29-102 Oral Communication	3
33-155 American Historical Survey	3
44-130 Computers and Information Technology	3
76-101 Freshman Seminar	1
Fine Arts	3
<b>Total</b>	<b>16</b>

Spring Courses	Hours
10-112 Composition <i>Prereq 10-111</i>	3
34-102 American Government and Politics	3
51-201 Accounting I ☺★	3
52-150 Economics I ☺★	3
Science and Lab	4
<b>Total</b>	<b>16</b>

### Sophomore Year

08-103 General Psychology	3
17-118 College Algebra ☺★	3
51-202 Accounting II ★ <i>Prereq 51-201</i>	3
54-310 Managerial Communications ★ <i>Prereq 10-112 &amp; 29-102</i>	3
54-313 Principles of Management ★	3
<b>Total</b>	<b>15</b>

17-114 General Statistics I ☺★	3
52-151 General Economics II ☺★	3
55-330 Principles of Marketing ★	3
Humanities/Philosophy	3
Science and Lab	4
<b>Total</b>	<b>16</b>

Recommend taking summer course to keep class load to 15 hours per trimester.

### Junior Year

10-220 Introduction to Literature	3
44-317 Management Information Systems ★ <i>Prereq 54-313 &amp; 44-130</i>	3
53-324 Fundamentals of Business Finance ★ <i>Prereq 51-202 &amp; 17-118</i>	3
54- Management course ★ (choice 2 of 3)	3
54-318 Entrepreneurship <i>Prereq 54-313</i>	
52-354 Labor Economics (fall only)	
54-320 Negotiations <i>Prereq 54-313</i>	
55- Marketing course ★ (choice 2 of 3)	3
55-331 Retailing <i>Prereq 55-330</i>	
55-332 Promotions <i>Prereq 55-330</i>	
55-431 Logistics Management <i>Prereq 55-330</i>	
<b>Total</b>	<b>15</b>

53-311 Business Law I ★	3
54-315 Operations Management ★ <i>Prereq 54-313, 17-114 &amp; 17-118</i>	3
54- Management course ★ (choice 2 of 3)	3
54-318 Entrepreneurship <i>Prereq 54-313</i>	
52-354 Labor Economics (fall only)	
54-320 Negotiations <i>Prereq 54-313</i>	
55- Marketing course ★ (choice 2 of 3)	3
55-331 Retailing <i>Prereq 55-330</i>	
55-332 Promotions <i>Prereq 55-330</i>	
55-431 Logistics Management <i>Prereq 55-330</i>	
55-333 Consumer Behavior ★ <i>Prereq 55-330</i>	3
<b>Total</b>	<b>15</b>

If 54-415 or 55-435 Internship taken, recommend during this summer.

Apply for Senior Statement at 90 hours.

### Senior Year

51-408 Managerial Accounting ★ <i>Prereq 51-202, 54-313, 53-324 &amp; 55-330</i>	3
54-314 Human Resource Management ★ <i>Prereq 54-313</i>	3
55-432 Marketing Research ★ <i>Prereq 55-330 &amp; 17-114</i>	3
55-438 International Business ★	3
Multicultural/Diversity	3
Elective	1
<b>Total</b>	<b>16</b>

54-316 Organizational Behavior & Theory ★ <i>Prereq 54-313</i>	3
54-413 Business and Society ★ <i>Prereq 54-313 and Sr. Standing</i>	3
54-417 Organizational Policy and Decision Making ★ <i>Prereq all other CPC courses</i>	3
55-430 Sales and Sales Management ★ <i>Prereq 55-330</i>	3
55-434 Marketing Management ★ <i>Prereq 55-330 &amp; Sr. Standing</i>	3
<b>Total</b>	<b>15</b>

★ **Please note:** students majoring in Business Management, International Business, or Marketing must earn a "C" or better in all Common Professional Component courses and all major courses.

☺ **Marketing/Management Department Advanced Standing Requirement Policy:** Students applying to major in Business Management, International Business, or Marketing must achieve **Advanced Standing**. Failure to achieve **Advanced Standing** will prohibit the student from graduating with a degree granted by Northwest's Marketing/Management Department. To achieve **Advanced Standing**, students must maintain at least a 2.00 GPA, score at Level 1 or higher on all areas of the Academic Profile, and earn at least a "C" in each of the five courses marked with a ☺. Students not having successfully achieved **Advanced Standing** prior to becoming an academic senior (90 or more academic credit hours) will be prohibited from enrolling in any major course until they have achieved **Advanced Standing**. (See your catalog for full statement).