

MARKETING 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
Total		16

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
Total		16

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 & 29-102</i>	3
55-330	Principles of Marketing★	3
Total		15

10-220	Introduction to Literature	3
17-114	General Statistics I ☺★	3
52-151	General Economics II ☺★	3
54-313	Principles of Management★	3
	Science and Lab	4
Total		16

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

Junior Year

44-317	Management Information Systems★ <i>Prereq 54-313 & 44-130</i>	3
53-324	Fundamentals of Business Finance★ <i>Prereq 51-202 & 17-118</i>	3
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>	
	Multicultural/Diversity	3
	Electives	3
Total		15

If 55-435 Internship taken, recommended this summer.

53-311	Business Law I★	3
54-315	Operations Management★ <i>Prereq 54-313, 17-114 & 17-118</i>	3
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>	
55-438	International Business★ <i>Prereq 55-330</i>	3
	Humanities/Philosophy	3
Total		15

Apply for Senior Statement at 90 hours.

Senior Year

51-408	Managerial Accounting★ <i>Prereq 51-202, 54-313, 53-324 & 55-330</i>	3
55-333	Consumer Behavior★ <i>Prereq 55-330</i>	3
55-430	Sales and Sales Management★ <i>Prereq 55-330</i>	3
55-432	Marketing Research★ <i>Prereq 55-330 & 17-114</i>	3
	Electives	4
Total		16

54-417	Organizational Policy and Decision Making★ <i>Prereq all other CPC courses</i>	3
55-434	Marketing Management★ <i>Prereq 55-330 & Sr. Standing</i>	3
	Recommended Elective★	3
	Electives	6
Total		15

Choose 3 hours from the following for Recommended Electives:

17-316	General Statistics II	29-325	Listening Behavior and Skills	54-316	Organizational Behavior & Theory
20-243	Media Design I	29-330	Semantics and Linguistics	55-435	Internship in Marketing (1-3 hours)
20-343	Media Design II	52-458	Forecasting Business Conditions		Other Advisor-approved electives
20-353	Principles of Print Advertising	54-314	Human Resource Management		

★**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).