

# CATapult - MARKETING and MBA

Suggested Course Advisement Plan – 2014-2016 Undergraduate and 2015-2017 Graduate Catalog

## Freshman Year

Fall Courses		Hours
10-111	Composition I	3
33-155	American Historical Survey	3
29-102	Fundamentals of Oral Communication	3
44-130	Computers and Information Technology	3
	Fine Arts	3
51-201	Accounting I ☺	3
76-101	Freshman Seminar	1
Total		19

Spring Courses		Hours
10-112	Composition II	3
34-102	Intro to American Government and Politics	3
	Science and Lab	4
17-118	College Algebra ☺	3
52-150	Economics I ☺	3
51-202	Accounting II ★ <i>PreReq. 51-201</i>	3
Total		19

## Freshman Year Summer

Summer Courses		Hours
08-103	General Psychology	3
17-114	General Statistics I ☺	3
10-220	Introduction to Literature	3
Total		9

## Sophomore Year

Fall Courses		Hours
52-151	General Economics II ☺	3
54-310	Managerial Communications ★ <i>PreReq 10-112 &amp; 29-102</i>	3
	Science and Lab	4
55-330	Principles of Marketing ★	3
39-275	Professional Ethics	3
54-313	Principles of Management ★	3
Total		19

Spring Courses		Hours
53-324	Fund. of Business Finance ★ <i>PreReq. 51-202 &amp; 17-118</i>	3
44-317	Management Info Systems ★ <i>PreReq. 54-313 &amp; 44-130</i>	3
55-333	Consumer Behavior <i>PreReq. 55-330</i>	3
55-332	Promotion ★ <i>PreReq 55-330</i>	3
	Multicultural Requirement	3
	Elective	3
Total		18

## Sophomore Year Summer

Summer Courses		Hours
55-438	International Business ★	3
54-315	Operations Management ★ <i>PreReq. 54-313, 17-114 &amp; 17-118</i>	3
55-440	Business Study Abroad	3
Total		9

## Junior Year

Fall Courses		Hours
53-311	Business Law I ★	3
55-430	Sales and Sales Management ★ <i>PreReq 55-330</i>	3
55-432	Marketing Research ★ <i>PreReq 55-330 &amp; 17-114</i>	3
	Electives	6
53-621	Financial Management - MBA	3
Total		18

Spring Courses		Hours
55-434	Marketing Management <i>PreReq. 55-330 and Sr. Standing</i>	3
54-417	Org. Policy & Decision Making ★ <i>PreReq all CPC courses</i>	3
	Business Elective	3
	Electives	4
54-616	Org. Behavior in Administration - MBA	3
Total		16

## Junior Year Summer

Summer Courses		Hours
54-415 or	Management Internship or	
55-435	Marketing Internship	3
	MBA Elective course	3
Total		6

## Senior Year

Fall Courses		Hours
51-616	Managerial Accounting - MBA	3
55-630	Strategic Marketing - MBA	3
	MBA Elective courses	6
Total		12

Spring Courses		Hours
52-651	Macroeconomics for Business Managers or	
or 645	Managerial Economics - MBA	3
44-623	IT Management	3
	MBA Elective course	3
54-618	Executive Seminar	3
Total		12

**Choose 3 hours from the following Business Electives:**

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

**Or any other 300 or 400 level course in the department or advisor-approved electives**

★**Please note:** A grade of "C" or better is required in all Common Professional Component courses and all major courses.

☺ **Advanced Standing Requirement Policy:** All students with a major in the Department of Business must achieve **Advanced Standing**. Failure to achieve **Advanced Standing** will prohibit the student from graduating with a degree granted by Northwest's Department of Business. 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).

Revised 3/2015