

The student is ultimately responsible for knowing and completing all degree requirements.

Bachelor of Science in Management

Major: Marketing

Minimum credit hours: 120

Management Admissions Index Core (MAI)

- To be automatically admitted into upper division, students who have completed all courses in the MAI must have at least a 3.00 MAI GPA and a 2.50 cumulative GPA, have a C- or higher in all MAI and School of Management courses, and may not be on academic probation.
- Requirements for upper division can be found online: <http://www.krannert.purdue.edu/undergraduate/current-students/mgmt/mgmt-req-upper-div.asp>
- MAI courses, or their equivalents, may only be enrolled in two times for a grade.
- A maximum of three MAI courses may be retaken.
- School of Management, MAI, and concentration courses with grades of "F" can only be retaken at Purdue University.
- Previous enrollments as a non-School of Management student in MA 16100, 16200, 16500, 16600 do not count against the retake policy.

MAI Core

_____ 1. Introductory Analysis I	MA 22300 (ALEKS 65 or MA 15300 B- or higher) *UC*
_____ 2. Introductory Analysis II	MA 22400 (MA 22300 C- or higher) *UC*
_____ 3. First Year Composition	ENGL 10600 or ENGL 10800 *UC*
_____ 4. Introductory Accounting	MGMT 20000
_____ 5. Microeconomics	ECON 25100 *uc*

School of Management Foundations

_____ 1. Fundamentals of Speech	COM 11400 ◇ *UC*
_____ 2. Organizational Computing	CS 23500 (MA 15400 or higher) ◇
_____ 3. Intro to Probability Models	STAT 22500 (MA 22400)
_____ 4. Management Accounting I	MGMT 20100 (C- or higher in MGMT 20000)
_____ 5. Macroeconomics	ECON 25200 *UC*
_____ 6. Business Writing	ENGL 42000 (ENGL 10600/ENGL 10800)
_____ 7. Management Lectures	MGMT 10000 (highly recommended, but not required)
_____ 8. Management Information Literacy	MGMT 17500 *UC*

University Core Requirements & Program Electives

_____ 1. UC Science	<u>Search MyPurdue Course Attributes</u>
_____ 2. UC Science	<u>Search MyPurdue Course Attributes</u>
_____ 3. UC Science, Technology & Society	<u>Search MyPurdue Course Attributes</u>
_____ 4. UC Humanities	<u>Search MyPurdue Course Attributes</u>
_____ 5. UC Humanities	<u>Search MyPurdue Course Attributes</u>
_____ 6. PSY 12000 or SOC 10000 *uc*	_____
_____ 7. International Elective	_____
_____ 8. International Elective	_____

** Pre-requisites appear in ()

PU These courses must be taken at a Purdue University campus.

◇ Completion prior to admittance to upper division strongly encouraged.

UC Fulfills University Core requirement

GRADUATION INDEX REQUIREMENTS

Graduation Index: 2.0 minimum
 Major (MGMT/ECON/OBHR) Index: 2.0 minimum

Upper Division

_____	1. Business Statistics	MGMT 30500 (STAT 22500 C- or higher) *PU*
_____	2. Financial Management	MGMT 31000 (MGMT 20100 C- & ECON 25100 & STAT 22500 C- or higher) *PU*
_____	3. Marketing Management	MGMT 32400 (MGMT 20100 C- & ECON 25100 C- or higher) *PU*
_____	4. Legal Foundations of Business I	MGMT 35400
_____	5. Professional Career Management	MGMT 30100 *PU*
_____	6. Management Science	MGMT 30600 (pre or co-req MGMT 30500) *PU*
_____	7. Organizational Behavior	OBHR 33000
_____	8. Managerial Economics	ECON 41900 (ECON 25100)
_____	9. Management Information Systems	MGMT 38200 (CS 23500 C- or higher) *PU*
_____	10. Operations Management	MGMT 36100 (STAT 22500 C- or higher) *PU*
_____	11. Human Resource Management	MGMT 44428 (OBHR 33000 & MGMT 30500)
_____	12. Strategic Management	MGMT 45100 (MGMT 20100 C- & ECON 25100 C- or higher, junior standing) *PU*

Marketing Upper Division

Must select at least **five** of the following courses:

_____	1. New Product Development	MGMT 42300 (MGMT 32400) *PU*
_____	2. Marketing Planning and Research	MGMT 42500 (MGMT 32400 and MGMT 30500) *PU*
_____	3. Brand Management	MGMT 42610
_____	4. International Marketing	MGMT 42210
_____	5. Business-to-Business Marketing	MGMT 49000
_____	6. Principles of Selling Agricultural Business –OR – Introduction to Advertising	AGEC 33100 COM 25600

COMPLETE ENOUGH GENERAL ELECTIVES TO EQUAL 120 CREDITS

General Information

- MGMT, OBHR and ECON courses numbered 30000 or higher can only be taken after being admitted to Upper Division.
- MGMT 30400, 32300, 45500 and OBHR 30000 are **no** credit courses.
- Transfer credit for upper level MGMT, OBHR and ECON (https://selfservice.mypurdue.purdue.edu/prod/bzwtxcrd.p_select_info) courses will only be considered if taken at a 4 year AACSB accredited school, (www.aacsb.edu).
- Courses taken on approved Purdue study abroad programs may be used to satisfy degree requirements. Schedule an appointment with your advisor to discuss study abroad opportunities.
- Minors outside of the School of Management are also available.
- *PU* Course **MUST** be taken at PURDUE UNIVERSITY CAMPUS.

International Elective

AGEC	25000	CLCS	48300	PHIL	33000	POL	43000	You must be in upper division to take these classes:		
	34000	COM	22400		33100		43200			
	45000		30300	POL	13000		43300	ECON	36800	
ANTH	34100	CSR	33200		14100		43500		37000	
CLCS	23700	HIST	34000		23500	SOC	33900		46600	
	33300		34100		23700			MGMT	41500	
	38000		34300		34500				49000	(International MRKT)
	38100		34400		34700				50900	
	38300		40800		34800				45900	

- Any foreign language course – 20100, 20200, 30100, 30200, 40100, and 40200 not in your native language.
- Foreign language course cannot be taught in English.