

Departmental/Marketing Major Courses (109 credits)

MAI Core (16 credits)

- _____ 3 ECON 25100 Microeconomics *UC* *PU* (satisfies Behavioral/Social Science for core)
- _____ 4 ENGL 10600 First-Year Composition or ENGL 10800 Accelerated First-Year Composition *UC* (satisfies Written Communication for core)
- _____ 3 MA 22300 Introductory Analysis I *UC* (satisfies Quantitative Reasoning for core)
- _____ 3 MA 22400 Introductory Analysis II *UC* (satisfies Quantitative Reasoning for core)
- _____ 3 MGMT 20000 Introductory Accounting *PU*

School of Management Foundations (20 credits)

- _____ 3 COM 11400 Fundamentals of Speech Communication ◊ *UC* (satisfies Oral Communication for core)
- _____ 3 CS 23500 Organizational Computing ◊ *PU*
- _____ 3 ECON 25200 Macroeconomics *UC* (satisfies Behavioral/Social Science for core)
- _____ 3 ENGL 42000 Business Writing
- _____ 1 MGMT 10000 Management Lectures (highly recommended, but not required)
- _____ 1 MGMT 17500 Information Literacy *UC* (satisfies Information Literacy for core)
- _____ 3 MGMT 20100 Management Accounting I
- _____ 3 STAT 22500 Introduction to Probability Models

Upper Division Required Courses (34 credits)

- _____ 3 ECON 41900 Managerial Economics
- _____ 1 MGMT 30100 Management Career Lectures *PUWL*
- _____ 3 MGMT 30500 Business Statistics *PUWL*
- _____ 3 MGMT 31000 Financial Management *PUWL*
- _____ 3 MGMT 32400 Marketing Management *PUWL*
- _____ 3 MGMT 30600 Management Science *PUWL*
- _____ 3 MGMT 35400 Legal Foundations of Business I
- _____ 3 MGMT 36100 Operations Management *PUWL*
- _____ 3 MGMT 38200 Management Information Systems *PUWL*
- _____ 3 MGMT 45100 Strategic Management *PUWL*
- _____ 3 OBHR 33000 Organizational Behavior
- _____ 3 OBHR 42800 Human Resource Management

Marketing Upper Division Required Major Courses [must select five of below courses] (15 credits)

- _____ 3 MGMT 42300 New Product Development *PUWL*
- _____ 3 MGMT 42500 Marketing Planning and Research *PUWL*
- _____ 3 MGMT 49000 Brand Management
- _____ 3 MGMT 49000 International Marketing
- _____ 3 MGMT 49000 Business-to-Business Marketing
- _____ 3 AGE3 33100 Principles of Selling Agricultural Business -OR- COM 25600 Introduction to Advertising

University Core/Program Course Requirements (24 credits)

- _____ 3 UC Humanities *UC* (satisfies Humanities for core) <http://www.purdue.edu/provost/initiatives/curriculum/course.html>
- _____ 3 UC Humanities *UC* (satisfies Humanities for core) <http://www.purdue.edu/provost/initiatives/curriculum/course.html>
- _____ 3 UC Science *UC* (satisfies Science Selective for core) <http://www.purdue.edu/provost/initiatives/curriculum/course.html>
- _____ 3 UC Science *UC* (satisfies Science Selective for core) <http://www.purdue.edu/provost/initiatives/curriculum/course.html>
- _____ 3 UC Science, Technology & Society *UC* (satisfies Science, Technology & Society Selective for core) <http://www.purdue.edu/provost/initiatives/curriculum/course.html>
- _____ 3 PSY 12000 or SOC 10000 *UC* (satisfies Behavioral/Social Science for core)
- _____ 3 International Elective (see [plan of study](#))
- _____ 3 International Elective (see [plan of study](#))

Electives (Complete Enough Electives to Equal at Least 120 Credits)

() _____ () _____ () _____ () _____

University Core Requirements

Human Cultures Humanities	<input type="checkbox"/>	_____	Science, Technology & Society Selective	<input type="checkbox"/>	_____
Human Cultures Behavioral/Social Science	<input type="checkbox"/>	_____	Written Communication	<input type="checkbox"/>	_____
Information Literacy	<input type="checkbox"/>	_____	Oral Communication	<input type="checkbox"/>	_____
Science Selective	<input type="checkbox"/>	_____	Quantitative Reasoning	<input type="checkbox"/>	_____
Science Selective	<input type="checkbox"/>	_____			

 The student is ultimately responsible for knowing and completing all degree requirements.
 myPurduePlan is knowledge source for specific requirements and completion

Marketing Fall 2013

[Plan of Study](#)

Suggested Arrangement of Courses:

Credits	Fall 1st Year	Prerequisite	Credits	Spring 1st Year	Prerequisite
3	MA 22300	ALEKS 65 or MA 15300 B- or higher	3	MA 224	MA 22300 C- or higher
4	ENGL 10600		3	COM 11400	
3	PSY 12000 or SOC 10000		3	ECON 25100	
3	UC Science		3	UC Humanities	
1	MGMT 100		3	UC Science Tech & Society	
			1	MGMT 17500	
14			16		

Credits	Fall 2nd Year	Prerequisite	Credits	Spring 2nd Year	Prerequisite
3	MGMT 20000		3	MGMT 20100	MGMT 20000 C- or higher
3	STAT 22500	MA 22400	1	MGMT 30100	
3	CS 23500	MA 15400 or higher	3	ECON 25200	
3	ENGL 42000	ENGL 10600 or ENGL 10800	3	UC Science	
3	UC Humanities		3	International Elective	
			3	MGMT 30500	STAT 22500 C- or higher
15			16		

Credits	Fall 3rd Year	Prerequisite	Credits	Spring 3rd Year	Prerequisite
3	International Elective		3	MGMT 35400	
3	MGMT 31000	MGMT 20100 C- & ECON 25100 & STAT 22500 C- or higher	3	MGMT 30600	(pre or co-req MGMT 30500)
3	MGMT 32400	MGMT 20100 C- & ECON 25100 C- or higher	3	MKTG Selective	see plan of study
3	OBHR 33000		3	MKTG Selective	see plan of study
3	General Elective		3	General Selective	
15			15		

Credits	Fall 4th Year	Prerequisite	Credits	Spring 4th Year	Prerequisite
3	ECON 41900	ECON 25100	3	OBHR 42800	OBHR 33000 & MGMT 30500 D- or higher
3	MGMT 38200	CS 23500 D- or higher	3	MGMT 45100	MGMT 20100 C- & ECON 25100 C- or higher, junior standing
3	MGMT 36100	STAT 22500 C- or higher	3	MKTG Selective	see plan of study
3	MKTG Selective	see plan of study	3	MKTG Selective	see plan of study
3	General Elective		2	General Elective	
15			14		
			Total Credits	120	

UC Satisfies a University Core Requirement

PU These courses must be taken at a Purdue University campus

PUWL Course must be taken at Purdue University, West Lafayette

◊ Completion prior to admittance to upper division strongly encouraged

120 semester credits required for Bachelor of Science degree.

2.0 Graduation GPA required for Bachelor of Science degree.

2.0 Major GPA (MGMT/ECON/OBHR) required for Bachelor of Science degree.

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