This sample schedule is a guide showing the approximate order of courses to be taken (including pre-requisites). Consult MyPath, an interactive checklist accessible to all students. Meet with a Seidman Academic Advisor at least once a semester to establish a specialized degree plan. Please note that the official documentation is the university catalog.

### Year One

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts (3)</td>
<td></td>
</tr>
<tr>
<td>Life Science* (3-4)</td>
<td></td>
</tr>
<tr>
<td>Philosophy and Literature** (3)</td>
<td></td>
</tr>
<tr>
<td>Writing 150 (4)</td>
<td></td>
</tr>
<tr>
<td>Computer Information Systems 150 (3)</td>
<td></td>
</tr>
<tr>
<td>Math 110 (4)</td>
<td></td>
</tr>
<tr>
<td>Physical Science* (3-5)</td>
<td></td>
</tr>
<tr>
<td>Social &amp; Behavioral Science (3)</td>
<td></td>
</tr>
<tr>
<td>World Perspective** (3)</td>
<td></td>
</tr>
</tbody>
</table>

If you haven’t yet done so, meet with a Seidman Academic Advisor to prepare your schedule for year two registration and to discuss major and elective choices.

### Year Two

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting 212 (3)</td>
<td></td>
</tr>
<tr>
<td>Economics 210* (3)</td>
<td></td>
</tr>
<tr>
<td>Management 268* (3)</td>
<td></td>
</tr>
<tr>
<td>US Diversity** (3)</td>
<td></td>
</tr>
<tr>
<td>Accounting 213* (3)</td>
<td></td>
</tr>
<tr>
<td>Economics 211* (3)</td>
<td></td>
</tr>
<tr>
<td>Quantitative Group* (3)</td>
<td></td>
</tr>
<tr>
<td>Statistics 215* (3)</td>
<td></td>
</tr>
</tbody>
</table>

If you haven’t yet done so, meet with a Seidman Academic Advisor to prepare your schedule for year three registration and to discuss major and elective choices. Must have 55 total credits hours and at least a 2.75 overall GPA to take upper-level business classes (300/400 level)

### Year Three

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethics requirement (3)</td>
<td></td>
</tr>
<tr>
<td>Issue # 2 (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing 350** (3)</td>
<td></td>
</tr>
<tr>
<td>Finance 320* (3)</td>
<td></td>
</tr>
<tr>
<td>Management 331** (3)</td>
<td></td>
</tr>
<tr>
<td>Management 366* (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing 351* (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing 352* (3)</td>
<td></td>
</tr>
</tbody>
</table>

Now you REALLY need to meet with a Seidman Academic Advisor to prepare for your fourth year registration. Meet with a Marketing faculty mentor to discuss major elective choices.

### Year Four

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elective of choice (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing elective #2 (3)</td>
<td></td>
</tr>
<tr>
<td>Seidman elective #1 (3)</td>
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</tr>
<tr>
<td>Upper-level Economics* (3)</td>
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</tr>
<tr>
<td>Management 495* (3)</td>
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</tr>
<tr>
<td>Marketing elective #3 (3)</td>
<td></td>
</tr>
<tr>
<td>Seidman elective #2 (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing elective #1 (3)</td>
<td></td>
</tr>
<tr>
<td>Marketing elective #3 (3)</td>
<td></td>
</tr>
</tbody>
</table>

#### Graduation Check List:
- 120 total credits
- 2.5 overall GPA
- 2.5 Seidman GPA
- Two SWS courses

* - One must be taken as a lab course
* - Prerequisite exists
** - Course may be offered as SWS (WRT 150 is prerequisite)
Study Abroad

Studying abroad is a once-in-a-lifetime opportunity to discover a foreign country for a summer, a semester, or an academic year! Learn cross-cultural skills, gain a global perspective, and prepare yourself for the challenges of conducting business around the world.

Product managers direct advertising programs, product development, distribution systems, and pricing. Advertising account executives, creative managers, and media specialists create campaigns in foreign markets. International sales representatives travel abroad to trade shows, find customers, and negotiate deals.

Popular study abroad options for Marketing majors are:
- John Cabot University, Italy
- Macquarie University, Australia
- Brighton University, England
- ESSCA University, France
- ESSCA University, Hungary
- ESSCA University, China
- Grenoble School of Management, France

To get started, attend a First Steps meeting, Seidman Study Abroad Forum, or meet with a Peer Advisor from Padnos International Center. For more information visit [www.gvsu.edu/studyabroad](http://www.gvsu.edu/studyabroad).

The essence of marketing is understanding what consumers value and developing ways to meet their needs. Organizations in the 21st century need a thorough understanding of their customers to succeed in an era of increasing options and competition. Nearly half our economy is involved in the marketing process. Marketing jobs are therefore more readily available than jobs in many other career fields.

Faculty Recommendations

- The American Marketing Association (AMA) - offers many different opportunities to become acquainted with the world of marketing. Our goal is to learn how best to market ourselves as individuals. We do this through monthly professional dinner meetings where students develop personal relationships with professionals from around the area.
- Consider a Marketing internship to gain first-hand insight into the fast-paced field of Marketing. Visit Laker Jobs or the Career Center to learn about current opportunities.

Seidman College of Business
MARKETING
Marketing Department Information
616.331.7495 | Third Floor – L. William Seidman Center

<table>
<thead>
<tr>
<th>Business Core Courses</th>
<th>Marketing Major Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 212</td>
<td>MKT 351</td>
</tr>
<tr>
<td>ACC 213</td>
<td>MKT 352</td>
</tr>
<tr>
<td>BUS 201</td>
<td>MKT 451</td>
</tr>
<tr>
<td>ECO 210</td>
<td>Marketing 300-400 level</td>
</tr>
<tr>
<td>ECO 211</td>
<td>Marketing 300-400 level</td>
</tr>
<tr>
<td>ECO 300-400</td>
<td>Marketing 300-400 level</td>
</tr>
<tr>
<td>Ethics (ACC 333, FIN 330, ECO 440, MGT 340, MGT 438, MKT 375)</td>
<td>CIS 150</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Quantitative Group (MTH 122, 125, 201; PHI 103; MGT 361)</td>
</tr>
<tr>
<td>MGT 268</td>
<td>STA 215</td>
</tr>
<tr>
<td>MGT 331</td>
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<tr>
<td>MGT 366</td>
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<tr>
<td>MGT 495</td>
<td></td>
</tr>
<tr>
<td>MKT 350</td>
<td></td>
</tr>
<tr>
<td>(3) Seidman 300-400 level electives</td>
<td></td>
</tr>
</tbody>
</table>