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>Requirement</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arts</strong> (3)</td>
<td>__Computer Information Systems 150 (3)</td>
</tr>
<tr>
<td>__Life Science* (3-4)</td>
<td>__Math 110 (4)</td>
</tr>
<tr>
<td>__Philosophy and Literature** (3)</td>
<td>__Social &amp; Behavioral Science (3)</td>
</tr>
<tr>
<td>__Writing 150 (4)</td>
<td>__World Perspective** (3)</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>Requirement</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>__Accounting 212 (3)</td>
<td>__Accounting 213* (3)</td>
</tr>
<tr>
<td>__Economics 210* (3)</td>
<td>__Economics 211* (3)</td>
</tr>
<tr>
<td>__Management 268* (3)</td>
<td>__Quantitative Group* (3)</td>
</tr>
<tr>
<td>__US Diversity** (3)</td>
<td>__Statistics 215* (3)</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>Requirement</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>__Ethics requirement (3)</td>
<td>__Finance 320* (3)</td>
</tr>
<tr>
<td>__Issue # 2 (3)</td>
<td>__Management 331** (3)</td>
</tr>
<tr>
<td>__Marketing 350** Take in Fall (3)</td>
<td>__Marketing 351* (3)</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>Requirement</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>__Elective of choice (3)</td>
<td>__Management 495* (3)</td>
</tr>
<tr>
<td>__Marketing 355 (3)</td>
<td>__Marketing 451* (3)</td>
</tr>
<tr>
<td>__Seidman elective #1 (3)</td>
<td>__Seidman elective #2 (3)</td>
</tr>
<tr>
<td>__Upper-level Economics* (3)</td>
<td>__Seidman elective #3 (3)</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)
**Seidman College of Business**

**MARKETING - DISTRIBUTION AND LOGISTICS**

Marketing Department Information
616.331.7495 | Third Floor – L. William Seidman Center

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**Business Core Courses**

- ACC 212
- ACC 213
- BUS 201
- ECO 210
- ECO 211
- ECO 300-400
- Ethics (ACC 333, FIN 330, ECO 440, MGT 340, MGT 438, MKT 350)
- FIN 320
- MGT 268
- MGT 331
- MGT 366
- MGT 495
- MKT 350
- (3) Seidman 300-400 level electives

**Marketing Distribution and Logistics Major Courses**

- MKT 351
- MKT 352
- MKT 354
- MKT 355
- MKT 451
- MKT 457
- CIS 150
- Quantitative Group (MTH 122, 125, 201; PHI 103; MGT 361)
- STA 215

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**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).

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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.

The Distribution and Logistics emphasis focuses on designing and implementing the best strategy for companies to use in getting goods to their customers in a way that maximizes customer service and minimizes cost.

**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.
- Take part in the Supply Chain Challenge. For more information about how to become part of the team, please speak with a Vivek Dalela.