

Seidman College of Business

MARKETING

Suggested Four Year Plan

616.331.7500 | 1041 L. William Seidman Center | go2gvbiz@gvsu.edu

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

- | | | |
|--|--|--|
| <input type="checkbox"/> Arts (3) ** | <input type="checkbox"/> Computer Information Systems Part 1 (1.5) See Advisor | <input type="checkbox"/> Historical Perspective** (3) |
| <input type="checkbox"/> Life Science [^] (3-4) | <input type="checkbox"/> Math 110 (4) | <input type="checkbox"/> Physical Science [^] (3-5) |
| <input type="checkbox"/> Philosophy and Literature** (3) | <input type="checkbox"/> Social & Behavioral Science (3) | <input type="checkbox"/> Global Perspectives** (3) |
| <input type="checkbox"/> Writing 150 (4) | | |

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

- | | | |
|--|--|---|
| <input type="checkbox"/> Accounting 212 (3) | <input type="checkbox"/> Accounting 213* (3) | <input type="checkbox"/> Business 201 (3) |
| <input type="checkbox"/> Economics 210* (3) | <input type="checkbox"/> Economics 211* (3) | <input type="checkbox"/> Elective of Choice (3) |
| <input type="checkbox"/> Management 268* (3) | <input type="checkbox"/> Quantitative Group* (3) | <input type="checkbox"/> Statistics 215* (3) |
| <input type="checkbox"/> US Diversity** (3) | | |

*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 be admitted to the Seidman College of Business to take upper-level business classes (300/400 level)***

Year Three

- | | | |
|---|---|--|
| <input type="checkbox"/> Ethics requirement (3) | <input type="checkbox"/> Finance 320* (3) | <input type="checkbox"/> Issue # 1 (3) |
| <input type="checkbox"/> Issue # 2 (3) | <input type="checkbox"/> Management 331 (3) | <input type="checkbox"/> Management 366* (3) |
| <input type="checkbox"/> Marketing 350 (3) | <input type="checkbox"/> Marketing 351* (3) | <input type="checkbox"/> Marketing 352* (3) |

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

- | | | |
|---|--|--|
| <input type="checkbox"/> Elective of choice (3) | <input type="checkbox"/> Management 495* (3) | <input type="checkbox"/> Marketing elective #1 (3) |
| <input type="checkbox"/> Marketing elective #2 (3) | <input type="checkbox"/> Marketing elective #3 (3) | <input type="checkbox"/> Marketing 451*(3) |
| <input type="checkbox"/> Seidman elective #1 (3) | <input type="checkbox"/> Seidman elective #2 (3) | <input type="checkbox"/> Seidman elective #3 (3) |
| <input type="checkbox"/> Upper-level Economics* (3) | | |

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

Marketing Department Information

616.331.7495 | Third Floor – L. William Seidman Center

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 375)
FIN 320
MGT 268
MGT 331
MGT 366
MGT 495
MKT 350
(3) Seidman 300-400 level electives

Marketing Major Courses

MKT 351
MKT 352
MKT 451
Marketing 300-400 level
Marketing 300-400 level
Marketing 300-400 level
Technology Requirement
Quantitative Group (MTH 122, 125, 201; PHI 103; MGT 361)
STA 215

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
- 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.

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 Handshake or the Career Center to learn about current opportunities.