




If you're trying to persuade people to do something, or buy something, it seems to me you should use their **language**, the **language** in which they think.

DAVID OGILVY

BRITISH TYCOON
"FATHER OF
ADVERTISING"



MODERN LANGUAGES & LITERATURES

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MARKETING



LANGUAGE

A ROAD MAP FOR MARKETING MAJORS + LANGUAGE MINORS

MARKETING MAJOR + LANGUAGE MINOR FOUR YEAR PLAN

PLACEMENT OF **LANGUAGE COURSES** AND ALL OTHER COURSE PLACEMENTS ARE SUGGESTIONS AND ARE SUBJECT TO CHANGE; CONTACT YOUR ADVISOR FOR MORE SPECIFIC GUIDANCE.

YEAR ONE

FALL SEMESTER

- GEN. ED.
- GEN. ED.
- GEN. ED.
- GEN. ED.

- **LANGUAGE COURSE**

WINTER SEMESTER

- GEN. ED.
- GEN. ED.
- GEN. ED.
- BUS 101

- **LANGUAGE COURSE**

YEAR TWO

FALL SEMESTER

- GEN. ED.
- ACC 212
- BUS 201
- ECO 211
- CIS 231

WINTER SEMESTER

- ECO 210
- MGT 268
- STA 225
- MTH 122 **OR** PHI 103
- ACC 213

YEAR THREE

FALL SEMESTER

- FIN 320
- MKT 350
- MGT 366
- MGT 331

- **LANGUAGE COURSE**

WINTER SEMESTER

- MKT 351
- BUSINESS ETHICS OPTION
- MKT 352
- UPPER-DIV. SEIDMAN ELECTIVE
- MKT MAJOR ELECTIVE

STUDY ABROAD

- GEN. ED. - GLOBAL PERSPECTIVES
- GEN. ED. - ISSUES

- **LANGUAGE COURSE**

- **LANGUAGE COURSE**

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LAKE ONTARIO HALL, 130

YEAR FOUR

FALL SEMESTER

- MKT 451
 - UPPER-DIV. SEIDMAN ELECTIVE
 - UPPER-DIV. ECONOMICS ELECTIVE
 - MKT MAJOR ELECTIVE
- **LANGUAGE COURSE**

WINTER SEMESTER

- MGT 495
 - UPPER-DIV. SEIDMAN ELECTIVE
 - MKT MAJOR ELECTIVE
- **LANGUAGE COURSE**
 - **LANGUAGE COURSE**