



## Northwood University

### AUTOMOTIVE MARKETING & MANAGEMENT

#### FRESHMAN YEAR

MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
MIS 1050 Basic Computer Applications	3	MTH 1100 Finite Math <b>OR</b>	
ECN 2210 Principles of Microeconomics	3	MTH 1150 College Algebra	3
AM 1320 Role and Function of the American Automobile Dealership	3	ECN 2220 Principles of Macroeconomics	3
FDN 1100 First Year Seminar I	1	AM 2640 Dealership Variable Operations	3
		FDN 1200 First Year Seminar II	1
	<b>16</b>		<b>16 32</b>

#### SOPHOMORE YEAR

ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3
HIS 2100 Foundations of Modern World I	3	HIS 2150 Foundations of Modern World II	3
MTH 2310 Statistics I	3	SPC 2050 Speech	3
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3
AM 2650 Dealership Fixed Operations	3	AM Elective	3
	<b>15</b>		<b>15 30</b>

#### JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Elective	3
LAW 3000 Business Law	3	3000/4000 Business Elective	3
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3
3000/4000 HUM Elective (HUM, ART, LIT)	3	PHL 3100 Ethics	3
AM 3650 Dealership Legal Issues/Fin & Insurance	3	AM 3630 Dealership Accounting	3
		FDN 3100 Career Development	1
	<b>15</b>		<b>16 31</b>
		<b>AM 3990 Internship (required)</b>	<b>3 3</b>

#### SENIOR YEAR

MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations or Adv. Studies in Eng or Lang Elective	3	3000/4000 Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
AM 4650 Dealership Financial Statement	3	AM 4670 Dealership Gen. Mgt. <b>OR</b>	
AM Elective	3	AM 4660 DEALERSHIP Mgt for Int. Students	3
		AM Elective	3
	<b>15</b>		<b>15 30</b>
		<b>SEMESTER HOURS TO GRADUATE</b>	<b>126</b>