



Northwood University

Semester Curriculum Guide

Marketing Major / Hotel, Restaurant and Resort Management

FRESHMAN YEAR

FALL		SPRING	
MKT 2080: Principles of Marketing	3	MKT 2010: Principles of Selling	3
ENG 1150: Composition I	3	ENG 1200: Composition II	3
MIS 1050: Basic Computer Applications	3	MTH 1150: College Algebra	3
ECN 2210: Principles of Microeconomics	3	ECN 2220: Principles of Macroeconomics	3
HRM 1010: Introduction to Hospitality Management	3	MIS 1200: Introduction to Programming Languages	3
FDN 1100: First Year Seminar I	<u>1</u>	FDN 1200: First Year Seminar II	<u>1</u>
	16		16
			32

SOPHOMORE YEAR

FALL		SPRING	
ACC 2410: Fundamentals of Financial Accounting	3	ACC 2415: Fundamentals of Managerial Accounting	3
HIS 2160: Foundations of the Modern World	3	HRM 2050: Food and Beverage Management	3
MTH 2310: Statistics I	3	PSC 2010: Introduction to American Government	3
HRM 1030: Sanitation	3	SPC 2050: Speech Communication	3
MGT 2300: Principles of Management	3	MKT 3050: Consumer Behavior	<u>3</u>
MKT 2200: Sales Management	<u>3</u>		
	18		15
			33

JUNIOR YEAR

FALL		SPRING	
FIN 3010: Financial Management	3	MKT 3100: International Marketing	3
LAW 3000: Business Law	3	HIS 2175: History of the United States of America	3
HRM 3050: Hospitality Operations Management	3	3000/4000 SOC/PSY Elective	3
3000/4000 Humanities Fine Arts Elective	3	PHL 3100: Ethics	3
MKT 4220: Marketing Research Seminar	<u>3</u>	NSC 2100: Environmental Science	3
		FDN 3100: Career Development	<u>1</u>
	15		16
			31

SENIOR YEAR

FALL		SPRING	
MGT 4250: Organizational Behavior	3	MGT 4800: Strategic Planning	3
ENG 4010 or Adv. Studies in English or Lang Elective	3	3000/4000 Natural Science Elective	3
PHL 4100: Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
HRM 4180: Special Events and Meeting Planning	3	HRM 4500: Current Issues in the Hospitality Industry	3
MKT 4240: Marketing Management	<u>3</u>	MKT 4490: Advanced Marketing Strategies	<u>3</u>
	15		15
			30

SEMESTER HOURS TO GRADUATE

126

Internship Recommended