



# Northwood University

## Semester Curriculum Guide

### Marketing Major

#### FRESHMAN YEAR

FALL		SPRING	
MGT 2300: Principles of Management	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
MKT 2080: Principles of Marketing	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
			<b>32</b>

#### 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	HIS 2175: History of the United States of America	3
MTH 2310: Statistics I	3	PSC 2010: Introduction to American Government	3
MKT 2200 Sales Management	3	NSC 2100: Environmental Science	3
SPC 2050: Speech Communication	<u>3</u>	MKT 3050: Consumer Behavior	<u>3</u>
	15		15
			<b>30</b>

#### JUNIOR YEAR

FALL		SPRING	
FIN 3010: Financial Management	3	MKT 3100: International Marketing	3
LAW 3000: Business Law	3	MKT 3000: E-Commerce	3
MKT 3450: Logistics	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>	3000/4000 Natural Science Elective	3
	15	FDN 3100: Career Development	<u>1</u>
			16
			<b>31</b>

#### 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 Global Understanding Elective	3
PHL 4100: Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3
3000/4000 Business Elective	3	3000/4000 Elective	3
MKT 4240: Marketing Management	<u>3</u>	MKT 4490: Advanced Marketing Strategies	<u>3</u>
	15		15
			<b>30</b>

**SEMESTER HOURS TO GRADUATE 123**