



Northwood University ADVERTISING & MARKETING CURRICULUM

FRESHMAN YEAR

MGT 2300 Principles of Management	3	ENG 1200 Composition II	3
MKT 2080 Principles of Marketing	3	MIS 1050 Basic Computer Applications	3
MTH 1100 Finite Math OR			
MTH 1150 College Algebra	3	ECN 2220 Principles of Macroeconomics	3
ECN 2210 Principles of Microeconomics	3	ADV 1100 Principles of Advertising	3
ENG 1150 Composition I	3	ADV 1110 Copywriting	3
FDN 1100 First Year Seminar I	1	FDN 1200 First Year Seminar II	1
	16		16 32

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
LAW 3000 Business Law	3	SPC 2050 Speech	3
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3
ADV 2100 Advertising Media Planning	3	ADV 2150 Advertising Creative Process	3
	15		15 30

JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Elective	3
MTH 2310 Statistics I	3	3000/4000 Business Core Elective	3
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3
ADV 2310 New Media Strategies & Tactics	3	PHL 3100 Ethics	3
MKT 3050 Consumer Behavior	3	MTH 3340 Statistics II	3
		FDN 3100 Career Development	1
	15		16 31

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	Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	Civic Literacy Elective	3
MKT 4230 Marketing Research	3	3000/4000 HUM Elective(HUM, ART, LIT)	3
ADV 4100 Advertising Campaigns	3	ADV 4790 Current Issues in Advertising	3
	15		15 30

SEMESTER HOURS TO GRADUATE 123