



Northwood University

Semester Curriculum Guide

Marketing Major/Automotive Aftermarket

FRESHMAN YEAR

FALL		SPRING		
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 1150: College Algebra	3	
ECN 2210: Principles of Microeconomics	3	ECN 2220: Principles of Macroeconomics	3	
AMM 1100: Intro to Automotive & Heavy Duty Aftermarket	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	HIS 2175: History of the United States of America	3	
MTH 2310: Statistics I	3	PSC 2010: Introduction to American Government	3	
AMM 1120:Aftermarket Manufacturing Management	3	NSC 2100: Environmental Science	3	
SPC 2050: Speech Communication	<u>3</u>	MKT 3050: Consumer Behavior	<u>3</u>	
	15		15	30

JUNIOR YEAR

FALL		SPRING		
FIN 3010: Financial Management	3	MKT 3100: International Marketing	3	
LAW 3000: Business Law	3	AMM 3600: Logistics & Supply Chain Management	3	
AMM 2050: Automotive Retail/Wholesale Mgt	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	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 Global Understanding Elective	3	
PHL 4100: Philosophy of American Enterprise	3	3000/4000 Civic Literacy Elective	3	
AMM 4040: Automotive Aftermarket Field Sales Mgt	3	AMM 4130: Aftermarket Management Research	3	
MKT 4240: Marketing Management	<u>3</u>	MKT 4490: Advanced Marketing Strategies	<u>3</u>	
	15		15	30

SEMESTER HOURS TO GRADUATE 123

Internship Recommended