



# Northwood University

## Semester Curriculum Guide

### Marketing Major/Advertising

#### FRESHMAN YEAR

FALL		SPRING		
MGT 2300: Principles of Management	3	ADV 1100: Principles of Advertising	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	
ADV 2100: Advertising Sales & Media Planning	3	NSC 2100: Environmental Science	3	
SPC 2050: Speech Communication	<u>3</u>	ADV 2150: Creative Process and Design	<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 3050: Consumer Behavior	3	
ADV 2310: New Media Strategies and Tactics	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	
ADV 4100: Advertising Campaigns	3	ADV 4790: Current Issues in Advertising	3	
MKT 4240: Marketing Management	<u>3</u>	MKT 4490: Advanced Marketing Strategies	<u>3</u>	
	15		15	<b>30</b>
<b>SEMESTER HOURS TO GRADUATE</b>				<b>123</b>

**Internship Recommended**