

## Marketing BAB

**69 Business Core Credits, 24-26 Major Credits**

### Why study Marketing?

The marketing department of a firm plays a pivotal role assisting management in adapting decisions and strategies to an ever-changing society. Eastern's marketing curriculum includes market research, product planning, pricing decisions, advertising, sales promotion, and sales management.

### Career Opportunities

The marketing program opens dynamic career possibilities in a broad spectrum of industries and services. Professional marketers are the link between a company and its customers.

### Sample Careers

- Sales Force Manager
- Market Research Analyst
- Promotions Manager Officer

Business Program Advisors  
Center for Academic Advising and Retention (CAAR)  
509.359.2345 [advising@ewu.edu](mailto:advising@ewu.edu)



### Department Chair

William Martin, PhD  
SEWC 363, Riverpoint BLVD  
Spokane, WA 99202  
509.828.1255  
[wmartin10@ewu.edu](mailto:wmartin10@ewu.edu)

### Department Assistant

SEWC 362, Riverpoint BLVD  
Spokane, WA 99202  
509.828.1260

### Student Success Coordinator

Dustin Semb, PhD  
668 Riverpoint BLVD., RM 270  
Spokane, WA 99202  
509.828.1499  
[dsemb@ewu.edu](mailto:dsemb@ewu.edu)

This is an example of a four year class schedule. Academic Advisors are there to help create individualized plans.

|             |                        |                             |                        |
|-------------|------------------------|-----------------------------|------------------------|
| First Year  | Fall 1                 | Q2                          | Q3                     |
|             | BACR (5 cr.)           | BACR (5 cr.)                | Elective/Minor (5 cr.) |
|             | BACR (5 cr.)           | BACR (5 cr.)                | Global Course (5 cr.)  |
|             | ENGL 101 (5 cr.)       | Elective/Minor (5 cr.)      | MATH 200 (5 cr.)       |
| Second Year | Q5                     | Q6                          | Q7                     |
|             | ACCT 251 (5 cr.)       | Elective/Minor (2 cr.)      | Elective/Minor (5 cr.) |
|             | DSCI 245 (4 cr.)       | ACCT 252 (4 cr.)            | DSCI 346 (4 cr.)       |
|             | ENGL 201 (5 cr.)       | ACCT 261 (4 cr.)            | ECON 201 (5 cr.)       |
|             |                        | ECON 200 (5 cr.)            |                        |
| Third Year  | Q9                     | Q10                         | Q11                    |
|             | Elective/Minor (3 cr.) | Elective/Minor (2 cr.)      | Elective/Minor (5 cr.) |
|             | MGMT 326 (4 cr.)       | Major Elective (4 cr.)      | Major Elective (4 cr.) |
|             | MISC 311 (4 cr.)       | Upper Div. Elective (5 cr.) | FINC 335 (4 cr.)       |
|             | OPSM 330 (4 cr.)       | MKTG 310 (4 cr.)            | Elective/Minor (4 cr.) |
| Fourth Year | Q13                    | Q14                         | Q15                    |
|             | Elective/Minor (2 cr.) | Diversity course (5 cr.)    | Elective/Minor (2 cr.) |
|             | MGMT 423 (4 cr.)       | Elective/Minor (2 cr.)      | Elective/Minor (5 cr.) |
|             | MKTG 400 (4 cr.)       | Elective/Minor (5 cr.)      | MGMT 490 (4 cr.)       |
|             | MKTG 411 (4 cr.)       | MKTG 412 (4 cr.)            | MKTG 417 (4 cr.)       |

Listed is a Sample Four Year Plan. Individual plans will vary based on placement test scores and course availability.



### Marketing, BAB

Catalog Year      2019-2020  
 Date: \_\_\_\_\_

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Student ID \_\_\_\_\_ CAAR Advisor: \_\_\_\_\_

Colleges attended:

Previous Degrees Completed?     Direct Transfer     Bachelors     Masters     Other \_\_\_\_\_

Final Transcripts Evaluated?     Yes     No

### Program Coursework and Milestones

#### EWU General Education Requirements

**Pre-University Basic Skills**

All Coursework Complete   

| Competencies        | Complete                 | Required |
|---------------------|--------------------------|----------|
| English Proficiency | <input type="checkbox"/> | Yes      |
| MATH Proficiency    | <input type="checkbox"/> | Yes      |

| BACRs            | Complete                 | Required |
|------------------|--------------------------|----------|
| Humanities       | <input type="checkbox"/> | No       |
| Humanities       | <input type="checkbox"/> | No       |
| Social Sciences  | <input type="checkbox"/> | Yes      |
| Social Sciences  | <input type="checkbox"/> | No       |
| Natural Sciences | <input type="checkbox"/> | No       |
| Natural Sciences | <input type="checkbox"/> | No       |

| Graduation requirements | Complete                 | Required |
|-------------------------|--------------------------|----------|
| Diversity               | <input type="checkbox"/> | No       |
| Global                  | <input type="checkbox"/> | No       |
| Foreign Language        | <input type="checkbox"/> | No       |

#### Program Required Courses and/or Prerequisites

| Course                | Credits | Grade ≥ | ✓                        |
|-----------------------|---------|---------|--------------------------|
| ENGL 201              | 5       | C       | <input type="checkbox"/> |
| MATH 200, 142, or 161 | 5       | B-      | <input type="checkbox"/> |
| DSCI 245              | 4       | C       | <input type="checkbox"/> |
| ACCT 251              | 5       | C       | <input type="checkbox"/> |
| ACCT 252              | 4       | C       | <input type="checkbox"/> |
| ACCT 261              | 4       | C       | <input type="checkbox"/> |
| ECON 200              | 5       | C       | <input type="checkbox"/> |
| ECON 201              | 5       | C       | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |
|                       |         |         | <input type="checkbox"/> |

| Faculty Advising Ready Degree Milestones                     | ✓                        |
|--|--------------------------|
| A minimum GPA of 2.7 (B-) is required for program admission. | <input type="checkbox"/> |
| 45 or more credits complete.                                 | <input type="checkbox"/> |
| Accepted into BAB program.                                   | <input type="checkbox"/> |
|  | <input type="checkbox"/> |
|  | <input type="checkbox"/> |

To be filled out by the Student Success Coordinator

**Faculty Advisor**

ID: \_\_\_\_\_

\_\_\_\_\_

Name (printed)

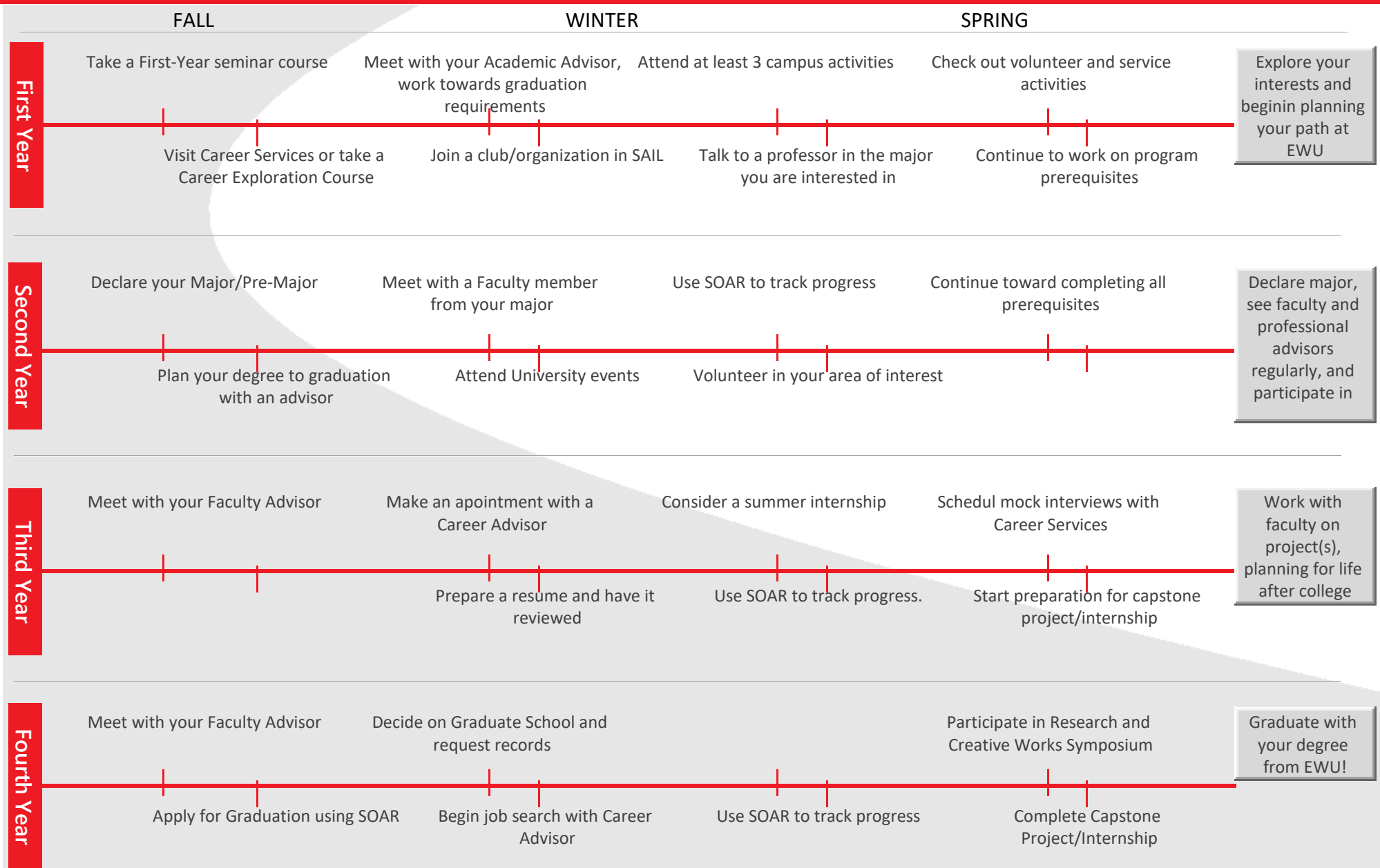
Reviewed by: \_\_\_\_\_

# Flight Plan to Success

The following milestones will help you succeed and improve your experience at EWU.

## Marketing, BAB

College of Business  
Department of Management



All recommended activities can occur at any time during a student's time at EWU



Student's name: \_\_\_\_\_ EWU ID: \_\_\_\_\_

Bachelor of Arts in Business Administration in Marketing  
2019-2020 Catalog Year

College of Business  
SOAR Department: Marketing | SOAR Major: BAB MKTG  
Major Declaration Form: Marketing, BAB-MKTNG, RPT  
Math proficiency needed: MATH 142 or 161 or 200

| First year courses and prerequisites  | Notes   | Previously offered ** |
|---|---|-----------------------|
| Q1 BACR (5 cr.)   |   |                       |
| Q1 BACR (5 cr.)   |   |                       |
| Q1 ENGL 101 COLL COMP: EXPOSITN & ARGUMNT (5 cr.)<br><i>Prerequisite: Writing Placement Test or General Advising.</i>   |   | F18, W19, S19         |
| Q2 BACR (5 cr.)   |   |                       |
| Q2 BACR (5 cr.)   |   |                       |
| Q2 Elective/Minor (5 cr.)   |   |                       |
| Q3 Elective/Minor (5 cr.)   |   |                       |
| Q3 Global Course (5 cr.)  |   |                       |
| Q3 MATH 200 FINITE MATHEMATICS (5 cr.)<br><i>Prerequisite: a grade ≥C in MTHD 104, or a satisfactory score on the mathematics placement assessment (MPA); placement into or above ENGL 101.</i> | Note: For the university proficiencies, the course may be substituted for MATH 107. Computer Literacy Competency recommended. | F18, W19, S19         |

I have discussed this academic plan with the student listed above. Advisor name: \_\_\_\_\_ Advisor signature: \_\_\_\_\_

\* See the catalog for prerequisites and other details.  
\*\* Future course offerings may differ from the past. Check the course schedule for future courses.  
To follow this MAP, you should place into MATH 142 or 161 or 200. If you place lower, your custom MAP may change.  
This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.

| Second year courses and prerequisites  | Notes | Previously offered ** |
|--|-------|-----------------------|
| Q5 ACCT 251 PRIN OF FINANCIAL ACCOUNTING (5 cr.)<br><i>Prerequisite: sophomore standing.</i>   |       | F18, W19, S19         |
| Q5 DSCI 245 BUSINESS STATISTICS 1 (4 cr.)<br><i>Prerequisites: one of the following: MATH 142, MATH 161 or (MATH 200 with a grade ?B-).</i>  |       | F18, W19, S19         |
| Q5 ENGL 201 COLL COMP: ANALYSIS/RES/DOCMNT (5 cr.)<br><i>Prerequisite: ENGL 101, Writing Placement Test or general advising.</i>   |       | F18, W19, S19         |
| Q6 Elective/Minor (2 cr.)  |       |                       |
| Q6 ACCT 252 PRIN OF MANAGEMENT ACCOUNTING (4 cr.)<br><i>Prerequisite: ACCT 251.</i>  |       | F18, W19, S19         |
| Q6 ACCT 261 BUSINESS LAW (4 cr.)<br><i>Prerequisite: sophomore standing.</i>   |       | F18, W19, S19         |
| Q6 ECON 200 INTRO TO MICROECONOMICS (5 cr.)<br><i>Prerequisite: MTHD 104 completed.</i>  |       | F18, W19, S19         |
| Q7 Elective/Minor (5 cr.)  |       |                       |
| Q7 DSCI 346 BUSINESS STATISTICS 2 (4 cr.)<br><i>Prerequisites: DSCI 245 and one of the following: MATH 142, MATH 161, (MATH 200 with a grade ?B-) or permission of the instructor.</i> |       | F18, W19, S19         |
| Q7 ECON 201 INTRO TO MACROECONOMICS (5 cr.)<br><i>Prerequisite: MTHD 104 completed.</i>  |       | F18, W19, S19         |

I have discussed this academic plan with the student listed above. Advisor name: \_\_\_\_\_ Advisor signature: \_\_\_\_\_

\* See the catalog for prerequisites and other details.

\*\* Future course offerings may differ from the past. Check the course schedule for future courses.

To follow this MAP, you should place into MATH 142 or 161 or 200. If you place lower, your custom MAP may change.

This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.

Third year courses and prerequisites

Notes

Previously offered \*\*

|     |   |               |
|-----|---|---------------|
| Q9  | Elective/Minor (3 cr.)  |               |
| Q9  | MGMT 326 ORGANIZATION THEORY & BEHAVIOR (4 cr.)<br>Prerequisite: junior standing.   | F18, W19, S19 |
| Q9  | MISC 311 INFORMATION TECHNOLOGY IN BUS (4 cr.)<br>Prerequisites: sophomore standing.  |               |
| Q9  | OPSM 330 OPERATIONS MANAGEMENT (4 cr.)<br>Prerequisites: DSCI 245 (or equivalent) and one of the following: MATH 142, MATH 161 or MATH 200.           | F18, W19, S19 |
| Q10 | Elective/Minor (2 cr.)  |               |
| Q10 | Major Elective (4 cr.)  |               |
| Q10 | Upper Div. Elective (5 cr.)   |               |
| Q10 | MKTG 310 PRINCIPLES OF MARKETING (4 cr.)<br>Prerequisite: junior standing.  | F18, W19, S19 |
| Q11 | Elective/Minor (5 cr.)  |               |
| Q11 | Major Elective (4 cr.)  |               |
| Q11 | FINC 335 FINANCIAL MANAGEMENT (4 cr.)<br>Prerequisites: (MATH 142, MATH 161 or MATH 200) and DSCI 245 and ACCT 251 and (either ECON 200 or ECON 201). | F18, W19, S19 |

I have discussed this academic plan with the student listed above. Advisor name: \_\_\_\_\_ Advisor signature: \_\_\_\_\_

\* See the catalog for prerequisites and other details.

\*\* Future course offerings may differ from the past. Check the course schedule for future courses.

To follow this MAP, you should place into MATH 142 or 161 or 200. If you place lower, your custom MAP may change.

This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.

Fourth year courses and prerequisites

Notes

Previously offered \*\*

|     |  |               |
|-----|--|---------------|
| Q11 | Elective/Minor (4 cr.)   |               |
| Q13 | Elective/Minor (2 cr.)   |               |
| Q13 | MGMT 423 BUSINESS & SOCIETY (4 cr.)<br>Prerequisites: MGMT 326, senior standing.   | F18, W19, S19 |
| Q13 | MKTG 400 BUYER BEHAVIOR (4 cr.)<br>Prerequisite: MKTG 310.   | F18, S19      |
| Q13 | MKTG 411 MARKETING RESEARCH (4 cr.)<br>Prerequisites: MKTG 310 and DSCI 346.   | F18, S19      |
| Q14 | Diversity course (5 cr.)   |               |
| Q14 | Elective/Minor (2 cr.)   |               |
| Q14 | Elective/Minor (5 cr.)   |               |
| Q14 | MKTG 412 MARKETING MANAGEMENT (4 cr.)<br>Prerequisites: MKTG 400 and MKTG 411.   | F18, W19      |
| Q15 | Elective/Minor (2 cr.)   |               |
| Q15 | Elective/Minor (5 cr.)   |               |
| Q15 | MGMT 490 SR CAPSTONE:ADMIN POLICIES (4 cr.)<br>Prerequisites: ACCT 251, ACCT 252, ACCT 261; DSCI 245, DSCI 346; ECON 200, ECON 201; ENGL 201; FINC 335; MATH 200; MGMT 326; MISC 311, MKTG 310; OPSM 330; MGMT 423 (may be taken concurrently); Computer Literacy I and II and admission to BAB. | F18, W19, S19 |
| Q15 | MKTG 417 MARKETING ANALYSIS (4 cr.)<br>Prerequisite: MKTG 412.   | W19, S19      |

I have discussed this academic plan with the student listed above. Advisor name: \_\_\_\_\_ Advisor signature: \_\_\_\_\_

\* See the catalog for prerequisites and other details.

\*\* Future course offerings may differ from the past. Check the course schedule for future courses.

To follow this MAP, you should place into MATH 142 or 161 or 200. If you place lower, your custom MAP may change.

This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.