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Planning Sheet: MARKETING

(Effective Fall 2010. This major consists of 15 courses)

Business Administration Core Requirements:

Term	Grade	Course #	AugCore	Title
___	___	ACC 221		Introduction to Financial Accounting
___	___	ACC 222		Introduction to Managerial Accounting (Prereq: ACC 221)
___	___	ECO 113	SBS	Principles of Microeconomics (Prereq: MPG 3)
___	___	FIN 331		Financial Management (Prereq: MPG 3, ACC 221, and ECO 112 or 113)
___	___	MKT 252		Principles of Marketing
___	___	MIS 260		Problem Solving for Business (Prereq: MPG 3)

Select and complete one (1) of the following two (2) courses:

___	___	BUS 200	<input type="checkbox"/> Exploring Business as a Vocation
___	___	BUS 242	<input type="checkbox"/> Principles of Management

Marketing Major Requirements:

___	___	ECO 112	SBS	Principles of Macroeconomics (Prereq: MPG 3)
___	___	BUS 301		Business Law (Prereq: Passed CT assessment or GST 100)
___	___	MKT 352		Marketing Research and Analysis (Prereq: MKT 252 and BUS 264 or 379 or MAT 163 or PSY 215 or SOC 362 or consent of instructor)
___	___	MKT 450		Marketing Management (Prereq: Passed CT assessment or GST 100, MKT 252, MKT 352, MKT 355 or 357, and ENL 111 or 112 or HON 111, or consent of instructor)
___	___	MKT 466		International Marketing (Prereq: MKT 252)

Select and complete one (1) of the following two (2) courses; this course is a prerequisite for MKT 352:

___	___	BUS 264	<input type="checkbox"/> Statistical Literacy for Managers (Prereq: MPG 3 or MAT 171, and MIS 175 or 260)
___	___	BUS 379	<input type="checkbox"/> Quantitative Methods for Business and Economics (Prereq: MPG 3 or MAT 171, and MIS 175 or 260)

Select and complete one of the following:

___	___	MKT 350	<input type="checkbox"/> Consumer Behavior (Prereq: MKT 252 or consent of instructor)
___	___	MKT 354	<input type="checkbox"/> Sales Management (Prereq: MKT 252 or consent of instructor)

Select and complete one of the following:

___	___	MKT 355	<input type="checkbox"/> Marketing Communications (Prereq: MKT 252)
___	___	MKT 357	<input type="checkbox"/> Advertising (Note: Either MKT 355 or MKT 357 can be taken for graduation credit, but not both)

Notes:

- **Keystone:** All Business majors are encouraged to take KEY 490: Vocation and the Meaning of Success to meet the Keystone requirement.
- **Abbreviation Key:** ML = Modern Language; SC = Signature Curriculum; EM = Engaging Minneapolis; AE = Augsburg Experience; KC = Senior Keystone Course; NSM = Natural Science & Mathematics - no lab; NSM-L = Natural Science & Mathematics-with lab; SBS = Social & Behavioral Science; FA = Fine Arts; HUM = Humanities

See back for information on graduation skills requirements

Planning Sheet: GRADUATION SKILLS REQUIREMENTS

These requirements were implemented for Fall 2008. Please talk with your faculty advisor for information.

Graduation skills, including the Quantitative Reasoning requirements, are completed as follows. Graduation skills in Critical Thinking, Writing, Speaking, and Quantitative Reasoning are required for graduation. Critical Thinking is embedded in all majors. Plans for completion of other graduation skills are determined by the major department. Consult your department chair or faculty advisor to select appropriate courses to meet the Quantitative Reasoning (QR) graduation skill. QR is satisfied by completing one (1) Quantitative Foundational course (QF) and one (1) Quantitative Application course (QA), or one (1) combined QFA course. The most current information on Graduation Skills can be found in the Augsburg College catalog at www.augsburg.edu/catalog/.

Transfer students must consult an advisor about potential adjustments to their course requirements to fulfill each graduation skill.

Designated Major Course	GRADUATION SKILLS - Marketing		Completed
Embedded in major	Writing Requirements TWO (2) Writing courses		
Embedded in major			
Embedded in major	Speaking One (1) Speaking course		
Designated Major Course	QUANTITATIVE REASONING		Completed
N/A	Quantitative Foundations & Applications One (1) QFA course (Prereq: MPG3)	QFA course	
- OR -			
Embedded in major	Quantitative Foundations and Quantitative Applications One (1) QF course (Prereq: MPG 3) and one (1) QA course		QF course
Embedded in major			QA course

Graduation Tally Checklist

These requirements were implemented in April 2003 and remain in effect until further notice.

Requirement	Progress Towards Completion	
Cumulative Course Credits <ul style="list-style-type: none"> ▪ Minimum number of course credits needed for graduation = 32 ▪ At least 8 credits completed at Augsburg. ▪ 6 of last 8 credits completed in residence. ▪ Second degree – minimum of 8 credits completed in residence. 	Transfer Credits Earned	
	+ Aug. Credits Earned	
	= Total Credits Earned	
	# Credits Needed	

Grade Point Average (GPA) <ul style="list-style-type: none"> ▪ Minimum 2.0 GPA required in major, minor, & overall. ▪ Some majors require higher GPA. ▪ Latin Honors GPA requirements: <ul style="list-style-type: none"> ○ Summa cum laude: 3.9-4.0 ○ Magna cum laude: 3.80-3.89 ○ Cum laude: 3.60-3.79 	Cumulative GPA	
	Major 1 GPA	
	Major 2 GPA	
	Minor GPA	

Other Limits	Minimum/Maximum	Your Total
Overall maximum courses graded Pass/No Pass (P/N) <ul style="list-style-type: none"> ▪ Grade of 2.0 or above required to Pass and earn credit for course. ▪ Maximum of 2 of 6 credits P/N may be in major. 	Maximum of 6	
Major Courses graded Pass/No Pass (P/N)	Maximum of 2	
Latin Honors courses graded Pass/No Pass (P/N)	Maximum of 2	
Latin Honors traditionally graded courses	Minimum of 14	
Internships	Maximum of 4	
Independent/Directed Studies	Maximum of 2	

Sample Four-Year Plan (B.A.)

This is only a possible plan for the Bachelor of Arts in Marketing. Please consult with your faculty advisor for more information about course offerings and planning. An internship is recommended to fulfill the Augsburg Experience requirement

Freshman Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
REL 100	ENL 111
ECO 112	ECO 113
LAF Course	MKT 252
BUS 242*	LAF Course
AugSem	HPE 001

Sophomore Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
ACC 221	ACC 222
MIS 260	MKT 355*
Modern Language	Modern Language
REL 200	LAF Course

Junior Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
BUS 264/379	BUS 301
MKT 466	MKT 350*
LAF Course	LAF Course
LAF Course	LAF Course

Senior Year

<u>Fall Term</u> (4)	<u>Spring</u> (4)
MKT 352	MKT 450
FIN 331	KEY 490
Major/Minor or Elective	Major/Minor or Elective
Major/Minor or Elective	Major/Minor or Elective
HPE Skill	

Notes:

- BUS 200 may be substituted for BUS 242; MKT 354 may be substituted for MKT 350; and MKT 357 may be substituted for MKT 355, however, MKT 357 is currently only an online course offered in the summer

Business Department

The Business Department is located in Memorial Hall. You may contact the following faculty for more information on Marketing major requirements, and also check out the website at: www.augsburg.edu/business.

David G. Schwain, Marketing Coordinator
Assistant Professor
Phone: 612-330-1162
Email: schwain@augsborg.edu

Lori L. Lohman
Associate Professor
Phone: 612-330-1220
Email: lohman@augsborg.edu

Magdalena Paleczny-Zapp
Associate Professor & Dept. Chair
Phone: 612-330-1761
Email: paleczny@augsborg.edu

William Arden
Assistant Professor
Phone: 612-330-1638
Email: arden@augsborg.edu

Fekri Meziou
Associate Professor
Phone: 612-330-1781
Email: meziouf@augsborg.edu

Kelly Ackerman
Department Administrator
Phone: 612-330-1225
Email: ackerman@augsborg.edu

What can I do with a Marketing major?

The following jobs are some of the positions that marketing majors could pursue. Some may require professional or graduate school or certification.

For more information on possible careers in marketing, please talk with your faculty advisor, and also the Center for Service, Work and Learning.

Advertising Account Executive
Advertising Copy Writer
Advertising Production Manager
Assistant Buyer
Brand Manager
Buyer
Circulation Director
Consultant
Direct Mail Specialist
Fundraiser
Grant Writer
Market Research Analyst
Marketing Research Interviewer
Media Buyer
Merchandise Manager
Online Marketer
Package Designer
Pharmaceutical Sales Representative
Public Relations Specialist
Purchasing Agent
Real Estate Agent
Sales Manager
Sales Promoter
Sales Representative

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