

|      |     |      |
|------|-----|------|
| Name | ID# | Date |
|------|-----|------|

## Planning Sheet: MARKETING

(Effective Fall 2013. 60 semester credits are required for this major. **DAY program only**)

### 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<br>(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<br>(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/](http://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       | <b>Writing Requirements</b><br>TWO (2) Writing courses  |            |           |
| Embedded in major       |   |            |           |
| Embedded in major       | <b>Speaking</b><br>One (1) Speaking course  |            |           |
| Designated Major Course | QUANTITATIVE REASONING  |            | Completed |
| N/A                     | <b>Quantitative Foundations &amp; Applications</b><br>One (1) QFA course (Prereq: MPG3)   | QFA course |           |
| <b>- OR -</b>           |   |            |           |
| Embedded in major       | <b>Quantitative Foundations and Quantitative Applications</b><br>One (1) QF course (Prereq: MPG 3) <b>and</b> 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 |  |
|---|-----------------------------|--|
| <b>Cumulative Course Credits</b> <ul style="list-style-type: none"> <li>▪ Minimum number of course credits needed for graduation = <b>128</b></li> <li>▪ At least 32 semester credits completed at Augsburg.</li> <li>▪ 24 of last 32 semester credits completed in residence.</li> <li>▪ Second degree – minimum of 32 sem. credits completed in residence.</li> </ul> | Transfer Credits Earned     |  |
|   | + Aug. Credits Earned       |  |
|   | = Total Credits Earned      |  |
|   | # Credits Needed            |  |

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

| Other Limits  | Minimum/Maximum                | Your Total |
|---|--------------------------------|------------|
| <b>Overall maximum courses graded Pass/No Pass (P/N)</b> <ul style="list-style-type: none"> <li>▪ Grade of 2.0 or above required to Pass and earn credit for course.</li> <li>▪ Maximum of 8 of 24 sem. credits P/N may be in major.</li> </ul> | Maximum of 24 sem. Credits     |            |
| <b>Major Courses graded Pass/No Pass (P/N)</b>  | Maximum of 8 semester credits  |            |
| <b>Latin Honors courses graded Pass/No Pass (P/N)</b>   | Maximum of 8 semester credits  |            |
| <b>Latin Honors traditionally graded courses</b>  | Minimum of 54 semester credits |            |
| <b>Internships</b>  | Maximum of 16 semester credits |            |
| <b>Independent/Directed Studies</b>   | Maximum of 8 semester credits  |            |

## 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

#### Fall Term

REL 100  
ECO 112  
LAF Course  
BUS 242\*  
AugSem

#### Spring Term

ENL 111  
ECO 113  
MKT 252  
LAF Course  
HPE 001

### Sophomore Year

#### Fall Term

ACC 221  
MIS 260  
Modern Language  
REL 200

#### Spring Term

ACC 222  
MKT 355\*  
Modern Language  
LAF Course

### Junior Year

#### Fall Term

BUS 264/379  
MKT 466  
LAF Course  
LAF Course

#### Spring Term

BUS 301  
MKT 350\*  
LAF Course  
LAF Course

### Senior Year

#### Fall Term

MKT 352  
FIN 331  
Major/Minor or Elective  
Major/Minor or Elective  
HPE Skill

#### Spring Term

MKT 450  
KEY 490  
Major/Minor or Elective  
Major/Minor or Elective

#### 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

## 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](http://www.augsburg.edu/business).

William Arden  
Assistant Professor  
Phone: 612-330-1638  
Email: [arden@augsborg.edu](mailto:arden@augsborg.edu)

Fekri Meziou  
Associate Professor  
Phone : 612-330-1781  
Email : [meziouf@augsborg.edu](mailto:meziouf@augsborg.edu)

Lori L. Lohman  
Associate Professor  
Phone: 612-330-1220  
Email: [lohman@augsborg.edu](mailto:lohman@augsborg.edu)

Magda Paleczny-Zapp  
Associate Professor, Dept. Chair  
Phone : 612-330-1761  
Email : [paleczny@augsborg.edu](mailto:paleczny@augsborg.edu)

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

**AUGSBURG  
COLLEGE**