

FALL 2019 -  
SUMMER 2020**BS MARKETING****DRAFT****Marketing Courses**

Your advising worksheet may vary. A sample schedule of courses is provided on the backside.

**PLACEMENT DATA**

Marketing

**EMPLOYMENT:**96% Report Employment  
or Graduate School  
Acceptance**SALARY:**Average: \$56,365  
Hiring Bonus: \$6,887**2018 EMPLOYERS:**Anheuser-Busch  
Companies  
Atlas Toyota Material  
Cleveland Avenue  
Computer Packages  
Corteva  
Cummins, Inc.  
Dish Network  
ETA South Korea  
Ford Motor Company  
General Motors  
IMEC Illinois  
Indianapolis Colts  
Kraft Heinz Company  
Lids Sports Group  
Masco Corporation  
Medline Industries  
Oracle  
PepsiCo Inc.  
Purdue University  
Salesforce.com  
Seatgeek**JOB FUNCTIONS:**Education Marketer  
Data Analyst  
Zone Manger  
Supply Chain Analyst  
Business Development Con  
Sales Manager  
Digital Marketing Coord.**MAI Core Courses (18-19 Credits):**Applied Calculus (MA 16010)  
Microeconomics (ECON 25100)  
Written Communication  
Applied Calculus II (MA 16020)  
Introductory Accounting (MGMT 20000)  
Oral Communication**Other Course Requirements (40 Credits):**Legal Foundations of Business I (MGMT 25400)  
Professional Career Management (MGMT 29500)  
Introduction to Probability Models (STAT 22500) \*  
Organizational Computing (CS 23500) \*  
Macroeconomics (ECON 25200)  
Business Writing (ENGL 42000) \*  
Management Accounting I (MGMT 20100) \*  
Elementary Psychology or Sociology  
UCC: Science Electives (2)  
UCC: Human Cultures: Humanities Elective  
UCC: Science, Tech & Society Elective  
International Electives (2)**Electives (21-23 Credits):**

Courses of your choice

**Required Upper Division Courses (24 Credits):**Organizational Behavior (OBHR 33000)  
Business Statistics (MGMT 30500) \*  
Financial Management (MGMT 31000) \*  
Marketing Management (MGMT 32400)  
Operations Management (MGMT 36100) \*  
Management Information Systems (MGMT 38200) \*  
Strategic Management (MGMT 35200) \*  
Managerial Economics (ECON 30100) \***Major Selectives (15 Credits):**

Complete 5 of the below courses

Consumer Behavior & Marketing (MGMT42000)  
International Marketing (MGMT42210) \*  
New Product Development (MGMT 42300) \*  
Marketing Research (MGMT 42500) \*  
Brand Management (MGMT 42610) \*  
Experiential Marketing (MGMT 42910) \*  
Marketing Analytics (MGMT 42110) \*  
Digital & Social Media Marketing (MGMT 42710) \*  
Introduction to Advertising (COM 25600)  
Principles of Selling/Agricultural Business (AGEC 33100)**Management Admission Index**

MAI courses are in a variety of subjects designed to prepare you for success in your upper division courses. Before you can enroll in any upper division courses (300 or higher level Krannert courses), you'll need to complete your MAI and meet all the requirements outlined for your major.

1) Complete all below MAI courses below with a 3.00 or above and a 2.5 cumulative GPA

Microeconomics (ECON 25100)	Intro Accounting (MGMT 20000)
First Year Composition (ENGL 10600) OR Accelerated First Year Composition (ENGL 10800) OR Transformative Texts, Critical Thinking & Communication (SCLA 10100)	
Applied Calculus I (MA 16010)	Applied Calculus II (MA 16020)
Oral Communication (COM 11400) OR Science Writing & Presentation (COM 21700) OR Transformative Texts, Critical Thinking & Communication II: Modern World (SCLA 10200) OR Collaborative Leadership: Interpersonal Skills (EDPS 31500)	

2) Have a C- or higher in all MAI and MGMT, ECON &amp; OBHR courses

3) Not be on academic probation

For additional information on MAI requirements please visit the Purdue catalog and discuss with your academic advisor.

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 Purdue University—Krannert School of Management  
**Krannert.Purdue.edu/Undergraduate**



**DEGREE EARNED**  
Bachelor of Science  
Marketing

**LENGTH :**  
Four-year program  
8 Semesters  
120 Credit Hours

**PROGRAM :**  
MGMT-BS  
**CODE:**  
MRKT

**MAJOR INDEX:**  
2.00 Minimum

**GRADUATION INDEX:**  
2.00 Minimum

**CONTACT**

Krannert UG Advising Office  
**765.494.4343**  
advising@purdue.edu

# MARKETING SAMPLE FOUR YEAR COURSES

Courses denoted with a footnote have alternate course choices. Courses marked with \* have Pre-requisites.

Year 1	<p><b>Fall Semester</b> (16 Credits)</p> <p>Applied Calculus (MA 16010) * Elementary Psychology or Sociology<sup>1</sup> Written Communication<sup>2</sup> General Elective UC Science</p>	<p><b>Spring Semester</b> (15-16 Credits)</p> <p>Applied Calculus II (MA 16020) * Oral Communication<sup>3</sup> Microeconomics (ECON 25100) UC Human Cultures (Humanities) UC Science, Tech &amp; Society</p>
	<p><sup>1</sup> Elementary Psychology (PSY 12000) OR Introduction to Sociology (SOC 10000) <sup>2</sup> First Year Composition (ENG 10600) OR Accelerated 1st Year Composition (ENGL 10800) OR Transformative Texts, Critical Thinking &amp; Communications (SCLA 10100)</p>	<p><sup>3</sup> Oral Communication (COM 11400) OR Science Writing &amp; Presentation (COM 21700) OR Transformative Texts, Critical Thinking &amp; Communication II: Modern World (SCLA 10200) OR Collaborative Leadership: Interpersonal Skills (EDPS 31500)</p>
Year 2	<p><b>Fall Semester</b> (15 Credits)</p> <p>Organizational Computing (CS 23500) * Introductory Accounting (MGMT 20000) Intro to Probability Models (STAT 22500) * International Elective Legal Foundations of Business (MGMT 25400)</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Management Accounting I (MGMT 20100) * Business Statistics (MGMT 30500) * Macroeconomics (ECON 25200) General Elective Marketing Management (MGMT 32400) Professional Career Management (MGMT 29500)</p>
	<p><b>Fall Semester</b> (15 Credits)</p> <p>Financial Management (MGMT 31000) * Business Writing (ENGL 42000) * Marketing Major Selectives Course Organizational Behavior (OBHR 33000) UC Science</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Marketing Major Selectives Course Marketing Major Selectives Course General Elective General Elective General Elective</p>
Year 3	<p><b>Fall Semester</b> (15 Credits)</p> <p>Operations Management (MGMT 36100) * Managerial Economics (ECON 30100) * Marketing Major Selectives Course Marketing Major Selectives Course International Elective</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Management Info Systems (MGMT 38200) * Strategic Management (MGMT 35200) * General Elective General Elective General Elective</p>
	<p><b>Fall Semester</b> (15 Credits)</p> <p>Operations Management (MGMT 36100) * Managerial Economics (ECON 30100) * Marketing Major Selectives Course Marketing Major Selectives Course International Elective</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Management Info Systems (MGMT 38200) * Strategic Management (MGMT 35200) * General Elective General Elective General Elective</p>
Year 4	<p><b>Fall Semester</b> (15 Credits)</p> <p>Operations Management (MGMT 36100) * Managerial Economics (ECON 30100) * Marketing Major Selectives Course Marketing Major Selectives Course International Elective</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Management Info Systems (MGMT 38200) * Strategic Management (MGMT 35200) * General Elective General Elective General Elective</p>
	<p><b>Fall Semester</b> (15 Credits)</p> <p>Operations Management (MGMT 36100) * Managerial Economics (ECON 30100) * Marketing Major Selectives Course Marketing Major Selectives Course International Elective</p>	<p><b>Spring Semester</b> (15 Credits)</p> <p>Management Info Systems (MGMT 38200) * Strategic Management (MGMT 35200) * General Elective General Elective General Elective</p>