

Bachelor of Science in Management

Major: Marketing

Minimum credit hours: 120

Management Admissions Index Core (MAI)

- To be automatically admitted into upper division, students who have completed all courses in the MAI must have at least a 3.00 MAI GPA and a 2.50 cumulative GPA, have a C- or higher in all MAI and School of Management courses, and may not be on academic probation.
- Requirements for upper division can be found online:
<http://www.krannert.purdue.edu/undergraduate/current-students/mgmt/mgmt-req-upper-div.asp>
- MAI courses, or their equivalents, may only be enrolled in two times for a grade.
- A maximum of three MAI courses may be retaken.
- School of Management, MAI, and concentration courses with grades of "F" can only be retaken at Purdue University.
- Previous enrollments as a non-School of Management student in MA 16100, 16200, 16500, 16600 do not count against the retake policy.

MAI Core

3	ECON 25100 Microeconomics *UC* <i>(satisfies Behavioral/Social Science for core)</i>
4	ENGL 10600 <i>First-Year Composition</i> or ENGL 10800 (3cr) <i>Accelerated First-Year Composition</i> *UC* <i>(satisfies Written Communication for core)</i>
3	MA 16010 Applied Calculus I *UC* <i>(satisfies Quantitative Reasoning for core)</i>
3	MA 16020 Applied Calculus II *UC* <i>(satisfies Quantitative Reasoning for core)</i>
3	MGMT 20000 Introductory Accounting

School of Management Foundations

3	COM 11400 <i>Fundamentals of Speech Communication</i> ♦ *UC* <i>(satisfies Oral Communication for core)</i>
3	CS 23500 Organizational Computing ♦
3	ECON 25200 Macroeconomics *UC* <i>(satisfies Behavioral/Social Science for core)</i>
3	ENGL 42000 Business Writing
1	MGMT 10000 Introduction to Management (highly recommended, but not required)
3	MGMT 20100 Management Accounting I
3	STAT 22500 Introduction to Probability Models

Upper Division Required Courses

3	ECON 41900 Managerial Economics
1	MGMT 30100 Professional Career Management *PU*
3	MGMT 30500 Business Statistics *PU*
3	MGMT 31000 Financial Management *PU*
3	MGMT 32400 Marketing Management *PU*
3	MGMT 35400 Legal Foundations of Business I
3	MGMT 36100 Operations Management *PU*
3	MGMT 38200 Management Information Systems *PU*
3	MGMT 45100 Strategic Management *PU*
3	OBHR 33000 Organizational Behavior

Marketing Upper Division Required Major Courses [must select five of below courses]

3	MGMT 42210 International Marketing
3	MGMT 42300 New Product Development *PU*
3	MGMT 42500 Marketing Research *PU*
3	MGMT 42610 Brand Management
3	MGMT 49000 Experiential Marketing (formerly Business-to-Business Marketing)
3	MGMT 49000 Marketing Analytics
3	MGMT 49000 Digital and Social Media Marketing

♦ Completion prior to admittance to upper division strongly encouraged

PU These courses must be taken at a Purdue University campus.

UC Fulfills University Core requirement

GRADUATION INDEX REQUIREMENTS

Graduation Index: 2.0 minimum

Major (MGMT, OBHR, ECON) Index: 2.0 minimum

The student is ultimately responsible for knowing and completing all degree requirements.

University Core/Program Course Requirements

_____	3	UC Humanities *UC*	http://www.purdue.edu/provost/initiatives/curriculum/course.html
_____	3	UC Humanities *UC*	http://www.purdue.edu/provost/initiatives/curriculum/course.html
_____	3	UC Science *UC*	http://www.purdue.edu/provost/initiatives/curriculum/course.html
_____	3	UC Science *UC*	http://www.purdue.edu/provost/initiatives/curriculum/course.html
_____	3	UC Science, Technology & Society *UC*	http://www.purdue.edu/provost/initiatives/curriculum/course.html
_____	3	PSY 12000 or SOC 10000 *UC*	(satisfies Behavioral/Social Science for core)
_____	3	International Elective	
_____	3	International Elective	

International Electives

AGEC	25000	COM	22400	POL	13000	*You must be in Upper Division to take these classes.	
	34000		30300		14100		
	45000	CSR	33200		23500	ECON	36800
ANTH	34100	HIST	34000		23700		37000
CLCS	23700		34100		34500		46600
	33300		34300		34700	MGMT	41500
	38000		34400		34800		42210
	38100		40800		43000		45900
	38300	PHIL	33000		43200		50900
	48300		33100		43300		
		SOC	33900		43500		

- Any foreign language course – 20100, 20200, 30100, 30200, 40100, and 40200 not in your native language.
- Foreign language course cannot be taught in English

Electives (Complete Enough Electives to Equal at Least 120 Credits)

_____ () _____	_____ () _____	_____ () _____	_____ () _____
_____ () _____	_____ () _____	_____ () _____	_____ () _____
_____ () _____	_____ () _____	_____ () _____	_____ () _____

University Core Requirements

Human Cultures Humanities <input type="checkbox"/>		Science, Technology & Society Selective <input type="checkbox"/>	
Human Cultures Behavioral/Social Science <input type="checkbox"/>	ECON 25100	Written Communication <input type="checkbox"/>	ENGL 10600/ENGL 10800
Information Literacy <input type="checkbox"/>	ENGL 10600/ENGL 10800	Oral Communication <input type="checkbox"/>	COM 11400
Science Selective <input type="checkbox"/>		Quantitative Reasoning <input type="checkbox"/>	MA 16010/MA 16020
Science Selective <input type="checkbox"/>			

General Information

- MGMT, OBHR and ECON courses numbered 30000 or higher can only be taken after being admitted to Upper Division.
- MGMT 30400, 32300, 45500 and MGMT 44301 are **no** credit courses.
- Transfer credit for upper level MGMT, OBHR and ECON (https://selfservice.mypurdue.purdue.edu/prod/bzwtxcrd.p_select_info) courses will only be considered if taken at a 4 year AACSB accredited school, (www.aacsb.edu).
- Courses taken on approved Purdue study abroad programs may be used to satisfy degree requirements. Schedule an appointment with your advisor to discuss study abroad opportunities.
- Minors outside of the School of Management are also available.
- ***PU*** Course **MUST** be taken at PURDUE UNIVERSITY CAMPUS.

- ◊ Completion prior to admittance to upper division strongly encouraged
- *PU* These courses must be taken at a Purdue University campus.
- *UC* Fulfills University Core requirement

GRADUATION INDEX REQUIREMENTS
Graduation Index: 2.0 minimum
Major (MGMT, OBHR, ECON) Index: 2.0 minimum

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Suggested Arrangement of Courses

Credits	Fall 1st Year	Prerequisite	Credits	Spring 1st Year	Prerequisite
3	MA 16010	ALEKS 75 or MA 15400 or MA 15800 C- or higher	3	MA 16020	MA 16010 C- or higher
3-4	ENGL 10600/ ENGL 10800		3	COM 11400	
3	PSY 12000 or SOC 10000		3	ECON 25100	
3	UC Science		3	UC Humanities	
1	MGMT 100		3	UC Science Tech & Society	
1-3	General Electives or AP/CR by Exam/TR				
15			15		

Credits	Fall 2nd Year	Prerequisite	Credits	Spring 2nd Year	Prerequisite
3	MGMT 20000		3	MGMT 20100	MGMT 20000 C- or higher
3	STAT 22500	MA 16020 D- or higher	1	MGMT 30100	
3	CS 23500	MA 15400 or higher	3	ECON 25200	
3	ENGL 42000	ENGL 10600 or ENGL 10800 D- or higher	3	UC Science	
3	UC Humanities		3	International Elective	
			3	MGMT 30500	STAT 22500 C- or higher
15			16		

Credits	Fall 3rd Year	Prerequisite	Credits	Spring 3rd Year	Prerequisite
3	International Elective		3	MGMT 35400	
3	MGMT 31000	MGMT 20100 C- & ECON 25100 & STAT 22500 C- or higher	3	MKTG Selective	
3	MGMT 32400	MGMT 20100 C- & ECON 25100 C- or higher	3	MKTG Selective	
3	OBHR 33000		3	General Elective	
3	General Elective		3	General Elective	
15			15		

Credits	Fall 4th Year	Prerequisite	Credits	Spring 4th Year	Prerequisite
3	ECON 41900	ECON 25100	3	MGMT 45100	MGMT 20100 C- & ECON 25100 C- or higher, junior standing
3	MGMT 38200	CS 23500	3	MKTG Selective	
3	MGMT 36100	STAT 22500 C- or higher	3	MKTG Selective	
3	MKTG Selective		3	General Elective	
3	General Elective		2	General Elective	
15			14		
			Total Credits		120

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