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

School of Management Foundations

_____	3	COM 11400 Fundamentals of Speech Communication or equivalency ◊ *UC* *satisfies Oral Communication for core*
_____	3	CS 23500 Organizational Computing ◊ **(MA 16010)**
_____	3	ECON 25200 Macroeconomics *UC* **satisfies Behavioral/Social Science for core**
_____	3	ENGL 42000 Business Writing **(ENGL 10600/ENGL 10800)**
_____	3	MGMT 20100 Management Accounting I **(MGMT 20000 C- or higher)**
_____	1	MGMT 30100 Professional Career Management
_____	3	STAT 22500 Introduction to Probability Models **(MA 16020 C- or higher)**
_____	3	PSY 12000 or SOC 10000
_____	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.*
- *Global or international courses (3-6 credits) taken at an approved Purdue study abroad program may be used toward the International Elective with advisor approval.*

◊ Completion prior to admittance to upper division strongly encouraged
UC Fulfills University Core requirement

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

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University Core (*UC*)/Program Course Requirements

_____	3	UC Human Cultures (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

(Additional requirements fulfilled through MAI Core and/or School of Management Foundations courses)

Upper Division Required Courses

_____	3	ECON 41900 Managerial Economics
_____	3	MGMT 30500 Business Statistics **(STAT 22500 C- or higher)**
_____	3	MGMT 31000 Financial Management **(MGMT 20100 & ECON 25100 & STAT 22500 C- or higher)**
_____	3	MGMT 32400 Marketing Management **(MGMT 20100 & ECON 25100 C- or higher)**
_____	3	MGMT 35400 Legal Foundations of Business I
_____	3	MGMT 36100 Operations Management **(STAT 22500 C- or higher)**
_____	3	MGMT 38200 Management Information Systems (CS 23500 C- or higher)
_____	3	MGMT 45100 Strategic Management **(MGMT 20100 & ECON 25100 C- or higher)**
_____	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
_____	3	MGMT 42500 Marketing Research
_____	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

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

___ ( ) _____		___ ( ) _____		___ ( ) _____		___ ( ) _____	
___ ( ) _____		___ ( ) _____		___ ( ) _____		___ ( ) _____	
___ ( ) _____		___ ( ) _____		___ ( ) _____		___ ( ) _____	

General Information

- MGMT, OBHR and ECON courses numbered 30000 or higher, except for MGMT 30100, can only be taken after being admitted to Upper Division.
- 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 Krannert study abroad programs may be used to satisfy degree requirements. Students participating in a Purdue approved study abroad program are registered as full-time Purdue students during their semester abroad. Schedule an appointment with your advisor to discuss study abroad opportunities. Minors outside of the School of Management are also available.
- Refer to the most updated list of pre-and co-requisites and Course Grade Requirements at http://krannert.purdue.edu/undergraduate/current-students.

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	
1-3	General Electives or AP/CR by Exam/TR		3	UC Science Tech & Society	
			1	MGMT 30100	Must complete in the first or second year
13-16			16		

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 C- or higher	3	ECON 25200	
3	CS 23500	MA 15400 or higher	3	UC Science	
3	International Elective		3	International Elective	
3	General Elective		3	MGMT 30500	STAT 22500 C- or higher
15			15		

Credits	Fall 3rd Year	Prerequisite	Credits	Spring 3rd Year	Prerequisite
3	ENGL 42000	ENGL 10600 or ENGL 10800 D- or higher	3	MGMT 35400	
3	MGMT 31000	MGMT 20100 C- & ECON 25100 & STAT 22500 C- or higher	3	MKTG Major Course	
3	MGMT 32400	MGMT 20100 C- & ECON 25100 C- or higher	3	MKTG Major Course	
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 C- or higher	3	MKTG Major Course	
3	MGMT 36100	STAT 22500 C- or higher	3	MKTG Major Course	
3	MKTG Major Course		3	General Elective	
3	General Elective		2	General Elective	
15			14		
				Total Credits	120

◊ Completion prior to admittance to upper division strongly encouraged

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Revised 4/3/2015 TS (effective Fall 2015)