

Marketing Concentration



UNIVERSITY of WASHINGTON | BOTHELL
SCHOOL OF BUSINESS

[Website](http://uw.edu)
425-352-5113
ugbiz@uw.edu
UW1-381

- This is a suggested schedule of courses based on degree requirements. The actual degree plan may differ depending on the course of study selected, the number of starting credits, or the starting admission point.
- This guide is not a substitute for academic advising. Contact your academic advisor with questions about scheduling, unique interests, or degree requirements.

| | Autumn | Winter | Spring |
|---|---|---|---|
| Year 1 | ❖ I&S | ❖ VLPA | ❖ NW |
| | B MATH 122 Precalculus I (NW, QSR) | B MATH 123 Precalculus II (NW, QSR) | ◆ B MATH 144/STMATH 124 Calculus for Life & Social Sciences (NW, QSR) |
| | B WRIT 134 Composition (C) | ◆ B WRIT 135 Composition (W) | ◆ B BUS 220 Intro to Microeconomics (I&S) |
| Year 2 | Autumn | Winter | Spring |
| | ◆ B BUS 221 Intro to Macroeconomics (I&S) | VLPA | VLPA |
| | ◆ B BUS 210 Principals of Financial Accounting | ◆ B BUS 211 Principals of Managerial Accounting | ◆ B BUS 230 Introduction to Business Law (I&S) |
| ◆ B BUS 215 Intro to Business Stats | DIV | General Elective | |
| <i>Take the WSA at least one quarter prior to applying for Business. See website for details on WSA equivalencies. Apply to Business.</i> | | | |
| Year 3 | Autumn | Winter | Spring |
| | B BUS 310 Managerial Economics | B BUS 340 Operations Management (310) | B BUS 350 Business Finance (310) |
| | B BUS 307 Business Writing (W) | ✓ B BUS 320 Marketing Management | General Elective |
| B BUS/B BSKL 300 Management of Organizations | General Elective | B BUS 423 Market Intelligence (320) or ★ B BUS 400 Level Approved Marketing Elective (320) | |
| <i>Attend Orientation prior to registering for business courses. Attend Major Planning Workshop in your first quarter as a major.</i> | | | |
| Year 4 | Autumn | Winter | Spring |
| | B BUS 423 Market Intelligence (320) or ★ B BUS 400 Level Approved Marketing Elective (320) | ✓ B BUS 438 Marketing Management Laboratory (320 & 400 level Marketing course) | ★ B BUS 400 Level Approved Marketing Elective (320) |
| | General Elective | General Elective | ✓ B BUS 480 Global Environment of Business (All BUS core courses) |
| General Elective | ✓ B BUS 470 Business Policy & Strategic Management (All BUS core courses) | General Elective | |
| <i>Attend Graduation Application Workshop 2-3 quarters prior to graduation</i> | | | |

◆ **Prerequisite: Must be completed prior to applying for a major.**

✓ milestones: Courses and special requirements necessary to timely progress through and complete a major.

❖ may be fulfilled with Discovery Core

★ Electives

All classes are 5 credits unless followed by a parenthesis with a number, indicating the number of credits.

Refer to the time schedule for up to date course offerings; including quarters, days and times

This Map is a suggested sequence of the current curriculum which may be altered to carry out the academic objectives of the University. The University specifically reserves the right to change the student's current map at any time within the student's period of study.

Last updated: 6/17/19