

ELC Marketing Option

- 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.
- Applicants who are generally competitive to Business will have the following: 1. Prerequisite GPA of 3.0, 2. Cumulative college GPA of 3.0, 3. Minimum WSA score of 3.0 (or qualifying SAT/ACT score), 4. A positive grade trend with few to no repeats.

Year 1	Autumn	Winter	Spring
	❖ 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 Principles 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	Elective
Take the WSA at least one quarter prior to applying for Business. See website for details on WSA equivalencies. Apply to Business			
Year 3	Autumn	Winter	Spring
	✓ ELCBUS 301 Business Statistics	✓ ELCBUS 310 Managerial Economics (301 Required)	ELCBUS 340 Operations Management
	✓ ELCBUS 320 Marketing Management	ELCBUS 380 Organizational Behavior	ELCBUS 350 Business Finance
	ELCBUS 300 Management of Organizations	ELCBUS 305 Managerial Communication (3 of 5 credits) required for WSA score under 4.0)- All other see advisor	ELCBUS 305 Managerial Communication (3 of 5 credits) required for WSA score under 4.0)- All other see advisor + ✓ELCBUS 462 International Marketing
Some courses will be taken at the Bothell Location-See Advisor for List of Marketing Electives, Attend Orientation prior to registering for courses			
Year 4	Autumn	Winter	Spring
	✓B BUS 421 Consumer Marketing or B BUS 423 Market Intelligence – (ELC MKTG taken at Bothell)	✓B BUS 438 Marketing Mgmt. Laboratory– (ELC MKTG taken at Bothell)	B BUS 421 Consumer Marketing or B BUS 423 Market Intelligence – (ELC MKTG taken at Bothell)
	ELCBUS 382 Business, Government, and Society-W	ELCBUS 330 Management Information Systems (3 of 5 credits)	ELCBUS 330 Management Information Systems (2 of 5 credits)
	★ELCBUS Business Elective (400 level)	★ELCBUS 401 Electronic Marketing	✓ ELCBUS 470 Business Policy and Strategic Management (capstone)
Attend Graduation Application Workshop 2-3 quarters prior to graduation.			

◆ 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