

Begin your journey in admissions.

- ✗ Complete the COMPASS Test
- ✗ Receive your advisor's name
- ✗ Register for your first semester classes - see Landmark 1 for direction.

Landmark1:

- ✗ Learning Support Classes?
MATH 0090, ENGL 0090, READ 0090
- ✗ Beginning program courses

See back for more details.

Once Landmark 1 is complete, schedule an appointment with your program advisor before moving on to Landmark 2.

Landmark 2: the middle of your journey.

- ✗ Begin working on your core classes
- ✗ Continue to work on program classes
- ✗ Select one of two specializations within your program

See back for more details on landmark 2 options.

You and your advisor will decide when you are ready to move to Landmark 3.

Landmark 3: the semester before graduation

- ✗ All prerequisite classes should be complete
- ✗ Begin working with Career Services
- ✗ Complete Petition for Graduation
- ✗ Schedule final advisement session

Landmark 4: last semester

- ✗ Finish core and program classes
- ✗ Insure Resume is posted with Career Services
- ✗ Work with Career Services to prepare for interviews.

**DISCOVER
you**



DISCOVER you



Landmark 1— the journey begins

If you need to complete learning support classes you will want to schedule these along side one or two program classes each semester. Some of your choices include:

- × COMP1000—Introduction to Computers or COMP1500—Information Literacy & Communication Skills
- × MKTG1100-Principles of Marketing
- × MKTG1130-Business regulations and Compliance
- × MKTG1160-Professional Selling (includes eMAP advising module)
- × MKTG1190-Integrated Marketing Communication
- × MGMT1100-Principles of Management

Once all of your learning support classes are complete you can move on to Landmark 2.

Note: there are a number of certificates that can be earned along the way to your degree. Please consult with your faculty advisor for details.

Landmark 2— the journey continues

(2 or 3 semesters)

Once all learning support classes are complete you can begin work on your General Education Core classes.

- × Area I - Language Arts (ENGL1101 *complete first*)
- × Area II—Social/Behavior Sciences (PSYC1101, SOCI1101, ECON1101, etc.)
- × Area III—Mathematics (MATH 1101/1111)
- × Area IV—Humanities/Fine Arts (ARTS1101,HUMN1101, MUSC1101, etc.)
- × Area V—General Education Elective (3 hours from any additional course in Areas I-IV)

While completing your core you should also be taking the following program classes:

- × ACCT1100—Financial Accounting I
- × MKTG2000-International Marketing
- × BUSN1190-Digital Technologies in Business (Comp 1000 required as pre-req)

Select one of two Specializations:(see advisor with questions, or refer to program requirements on College Catalog)

- Marketing Management (12 credit hours)
- Social Media Marketing (12 credit hours)
- Entrepreneurship (12 credit hours)

Landmark 3—nearing the end (semester before graduation)

To prepare for graduation there are a few items to make sure are completed:

- × Program Classes (MKTG2090-Marketing Research, Marketing core elective, and elective is in your chosen specialization)
- × Your chosen specialization courses, and any remaining core

-Complete and submit your PETITION FOR GRADUATION. Make sure you are on track to complete 63 specific credit hours of degree level courses, but the petition will confirm status.

-Network with students, family, friends, faculty, career services to gain insight into career opportunities and to gain an understanding of different job functions, and your potential interest areas; spend time on job websites like Monster reviewing job listings and descriptions

Landmark 4—journey ends (semester of graduation)

You are almost at your goal! Just a few more classes until you graduate.

- × MKTG2300 - Marketing Management (this is considered the Capstone class for your program, and should be taken at the end of your program)
- × Any other remaining core , program , elective or specialization courses
- × Complete resume, work with Career Services, continue job networking