MARKETING
Four-Year Flight Plan

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IMPORTANT REMINDERS:

- Check your AUM email at least once a day.
- Keep in touch with your academic advisor and contact your advisor for any questions or concerns that you have.
- Set up your advising appointment with your advisor through Advisortrac before registering for the next semester.
- Connecting on campus improves success. Connect to the AUM campus by attending sporting events and activities.
- The Learning Center is available to help you be successful at AUM. Visit the Learning Center for tutoring services.

YEAR ONE (Freshman)			
FALL SEMESTER			
Courses and Credit		**Milestones**	**Advising Tips**
UNIV 1000	3	✓ Congratulations on your start at AUM!	➢ Meet with your academic advisor to get your plan of study and discuss your success path. ➢ If transferring from another institution, make sure all transcripts have been sent to the Admissions department and you receive credit for your coursework. ➢ Take Placement Tests for Math and English if needed. ➢ Navigate my.aum.edu and visit the Warhawk Academic Success Center for help with adjusting to AUM. ➢ Meet with your academic advisor prior to registering for the next semester or before making any major changes to your plan of study. ➢ Like and follow the College of Business Advising Office on Facebook and Instagram. ➢ Explore clubs and organizations within the College of Business and AUM.
MATH	3		
FINE ART	3		
ENGL 1010	3		
INFO 2050	3		
SPRING SEMESTER			
ENGL 1020	3	✓ You completed your first semester at AUM!	➢ Join at least one club or organization within the College of Business or AUM. ➢ Attend AUM and College of Business fairs, workshops, activities and events. ➢ Begin developing your resume. ➢ Introduce yourself to Dr. Kimberly Johnson in the College of Business Success Center and get insight about career paths and/or internships.
COMM 1010	3		
ECON 2010	3		
ACCT 2010	3		
MNGT 2410	3		

YEAR TWO (Sophomore)			
FALL SEMESTER			
Courses and Credit		**Milestones**	**Advising Tips**
HISTORY	3	✓ You have a working resume to build on. ✓ You joined a club or organization on campus.	➢ Explore internship opportunities. ➢ Establish a professional web presence – Facebook, Twitter, LinkedIn ➢ Volunteer in the community and on campus. ➢ Update your resume.
SCIENCE WITH LAB	4		
ACCT 2020	3		
ECON 2020	3		
QMTD 2740	3		
SPRING SEMESTER			
OPTION 1 OR 2*	3	✓ You now have a professional web presence.	➢ Consider a leadership role in a club or organization on campus. ➢ Begin introducing yourself to faculty in your related major field and build those relationships.
BUSN 3060	3		
QMTD 2750	3		
INFO 3070	3		
ELECTIVE	3		
*Option 1 – History Sequence and Area II Course **OR** Option 2 – Literature Sequence and Area IV Course			

YEAR THREE (Junior)			
FALL SEMESTER			
Courses and Credit		**Milestones**	**Advising Tips**
ENGLISH (Literature Course)	3	✓ You are halfway done! ✓ You have academic relationships to help you in your career path.	➢ Apply for internship opportunities. ➢ Begin a professional portfolio. ➢ Schedule mock interviews and job shadow opportunities. ➢ Update your resume and cover letter.
SCIENCE WITH LAB	4		
FINA 3610	3		
MNGT 3380	3		
MKTG 3310	3		
SPRING SEMESTER			
OPTION 1 OR 2*	3	✓ You have a resume, cover letter, and professional portfolio.	➢ Ask professors for professional recommendations. ➢ Prepare and take standardized tests (MAT, GRE, etc.) ➢ Attend graduate school fairs and begin the application process.
ELECTIVE	3		
MKTG 4360	3		
MKTG ELECTIVE	3		
ELECTIVE	3		
*Option 1 – History Sequence and Area II Course **OR** Option 2 – Literature Sequence and Area IV Course			

YEAR FOUR (Senior)			
FALL SEMESTER			
Courses and Credit		**Milestones**	**Advising Tips**
BUSN ELECTIVE 3000/4000 Level	3	✓ You are a SENIOR!	➢ Continue developing interview skills and updating resume. ➢ Attend the Fall Career Fair. ➢ Attend Meet the Firms. ➢ Apply for graduate school (if wanted). ➢ Begin applying for jobs. ➢ Complete your **APPLICATION FOR GRADUATION.**
QMTD 3600	3		
MKTG 4400	3		
MKTG 4410	3		
MKTG ELECTIVE	3		
SPRING SEMESTER			
BUSN 4800	3	✓ You are on the final stretch to graduation!	➢ Collect recommendation letters from professors and/or advisors. ➢ Continue updating resume and professional portfolio. ➢ Attend Spring Career Fair. ➢ Continue applying for jobs.
MKTG 4650	3		
MKTG 4780	3		
MKTG ELECTIVE	3		
BUSN 3000	1		

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