



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!	<ul style="list-style-type: none"> ➤ 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!	<ul style="list-style-type: none"> ➤ 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	✓ You have a working resume to build on.	<ul style="list-style-type: none"> ➤ Explore internship opportunities. ➤ Establish a professional web presence – Facebook, Twitter, LinkedIn ➤ Volunteer in the community and on campus. ➤ Update your resume.
SCIENCE WITH LAB		
ACCT 2020	✓ You joined a club or organization on campus.	
ECON 2020		
QMTD 2740		
SPRING SEMESTER		
OPTION 1 OR 2*	✓ You now have a professional web presence.	<ul style="list-style-type: none"> ➤ 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		
QMTD 2750		
INFO 3070		
ELECTIVE		

*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)	✓ You are halfway done!	<ul style="list-style-type: none"> ➤ Apply for internship opportunities. ➤ Begin a professional portfolio. ➤ Schedule mock interviews and job shadow opportunities. ➤ Update your resume and cover letter.
SCIENCE WITH LAB		
FINA 3610	✓ You have academic relationships to help you in your career path.	
MNGT 3380		
MKTG 3310		
SPRING SEMESTER		
OPTION 1 OR 2*	✓ You have a resume, cover letter, and professional portfolio.	<ul style="list-style-type: none"> ➤ Ask professors for professional recommendations. ➤ Prepare and take standardized tests (MAT, GRE, etc.) ➤ Attend graduate school fairs and begin the application process.
ELECTIVE		
MKTG 4360		
MKTG ELECTIVE		
ELECTIVE		

*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	✓ You are a SENIOR!	<ul style="list-style-type: none"> ➤ 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		
MKTG 4400		
MKTG 4410		
MKTG ELECTIVE		
SPRING SEMESTER		
BUSN 4800	✓ You are on the final stretch to graduation!	<ul style="list-style-type: none"> ➤ Collect recommendation letters from professors and/or advisors. ➤ Continue updating resume and professional portfolio. ➤ Attend Spring Career Fair. ➤ Continue applying for jobs.
MKTG 4650		
MKTG 4780		
MKTG ELECTIVE		
BUSN 3000		