

STUDENT:



STUDENT ID NUMBER:

COLLEGE OF BUSINESS • BSBA • MARKETING

Program Code: UC0BMKT

Version Number: **2118**

Effective Date: FALL 2011

MARKETING PROGRAM

V. MAJOR PROGRAM (60 credits)

	RC	CR	GR
A. Business Core (15 credits):			
1. ACC 121 Financial Accounting	3		
2. ACC 122 Managerial Accounting (Completion of ACC 121 & BUS 171CP)	3		
3. BUS 120 Business Statistics (Completion of a "C" or better in MAT 105 or MAT 121)	3		
4. BUS 131 Business Law I	3		
5. BUS 171CP Business Information Systems	3		
B. Business Common Courses (18 credits):			
1. MKT 210 Principles of Marketing (Completion of 42 credits, ECO 11 and ECO 12)	3		
2. MGM 210 Principles of Management (Completion of 42 credits, COM 10 & ENG 23)	3		
3. FIN 350QL Financial Management (completion of business core with a 2.0 gpa)	3		
4. MGM 351 Operations Management (completion of business core with a 2.0 gpa & MGM 210)	3		
5. MGM 399CTWI Bus. Strategy & Policy (Completion of MGM 351, FIN 350QL, 84 credits and senior year)	3		
6. International Elective: Choose any of the following courses: ECO 360CD, FIN 365, MGM 352CD, or MKT 370CD			
Course:	3		
C. Required Courses (9 credits): (completion of business core with a 2.0 gpa)			
1. MKT 312WI Consumer Behavior ¹	3		
2. MKT 320 Marketing Management ¹	3		
3. MKT 360 Marketing Research ¹	3		
D. Restricted Electives (9 credits): Select from the following courses: MKT 315 Marketing Ethics in Society MKT 330CM Personal Selling MKT 340 Retail Management MKT 347 New Product Management MKT 350 Advertising Management MKT 351 Media Concepts and Planning MKT 357 Advertising Campaigns MKT 358 Marketing Communications Management MKT 361/MGM 361 Principles of Business Logistics MKT 362 E-Commerce Marketing MKT 371 Selected Topics in Marketing MKT 379 Independent Study in Marketing BUS 390 Internship in Business (check MyKU for prerequisites)			
COURSE:	3		
COURSE:	3		
COURSE:	3		
E. Business and/or Free Electives (9 credits): Any course in the Department of Business Administration, or any university course that counts toward graduation. (except ENG 21)			
COURSE:	3		
COURSE:	3		
COURSE:	3		

IMPORTANT NOTES:

To begin upper division (300 level) study in Business Administration, students must complete the following seven courses.

COURSE	GRADE	COURSE	GRADE	COURSE	GRADE
ACC 121		BUS 120		ECO 011	
ACC 122		BUS 131		ECO 012	
		BUS 171CP			

Student must obtain at least a 2.00 average in all seven courses.
Student must obtain at least a 2.00 average in all courses at the university.
At that time, students must declare their major in DF 233.

NOTES:

¹ MKT 210 is a prerequisite for all upper level Marketing courses.

Other prerequisites may apply.

Students not satisfying prerequisites will be removed from courses.

Students should see advisors as soon as advisement is open.

Be prepared for advisement appointments

Bring a completed check sheet (with grades) to advisement appointment

Have a tentative schedule at time of appointment

Remember an internship is an excellent experience. Talk to your advisor about an internship.

Dr. Anne Carroll, Dean, College of Business

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GENERAL EDUCATION

I. UNIVERSITY CORE (12 credits)		RC	CR	GR	
A. Oral Communication: COM 10 or above					
COURSE:		3			
B. Written Communication: ENG 023, 024, or 025					
COURSE:		3			
C. Mathematics:					
COURSE: MAT 121		3			
D. Wellness: Any 3 credit HEA					
COURSE:		3			
II. UNIVERSITY DISTRIBUTION (15 credits)		RC	CR	GR	CAC
A. Natural Sciences: Any lab or non-lab course with prefix AST, BIO, CHM, ENV, GEL, MAR, NSE, or PHY; or certain GEG courses (see note at right)					
COURSE:		3			
B. Social Sciences: Any course with prefix ANT, CRJ, ECO, HIS, INT, MCS, PSY, POL, SOC, SSE, or SWK; or certain GEG courses (see note at right)					
COURSE:		3			
C. Humanities: Any course with prefix ENG, HUM, PAG, PHI, WRI, WGS, or Modern Language					
COURSE:		3			
D. Arts: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, DAN, FAR, FAS, MUP, MUS, or THE					
COURSE:		3			
E. Free Elective: Any course carrying university credit					
COURSE:		3			

III. COMPETENCIES ACROSS THE CURRICULUM		RC	CR	GR	CAC
A. Writing Intensive (WI) (9 credits)					
COURSE:		3			WI
COURSE:		3			WI
COURSE:		3			WI
B. Quantitative Literacy (QL) (3 credits) OR Computer-Intensive (CP) (3 credits)					
COURSE:		3			
C. Visual Literacy (VL) (3 credits) OR Communication-Intensive (CM) (3 credits)					
COURSE:		3			
D. Cultural Diversity (CD) (3 credits)					
COURSE:		3			CD
E. Critical Thinking (CT) (3 credits)					
COURSE:		3			CT

A Competency Across the Curriculum (CAC) course is not a separate course, but rather an overlay that is "double counted" as fulfilling both the CAC requirement and another requirement in either General Education (except for the University Core), the major, or the minor.

RC = Minimum required number of credits
 CR = Credits earned (fill in number of credits)
 GR = Grade earned (fill in letter grade)
 CAC = Competency Across the Curriculum (fill in designation)

NOTE: GEG courses with a lab and 040, 322, and 323 may be used in II.A. and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in II.B.

IV. COLLEGE DISTRIBUTION* (33 credits)		RC	CR	GR	CAC
A. Natural Science or Mathematics (3 credits)					
1. Elective: MAT 105, 122, or 140					
COURSE:		3			
B. Social Science (9 credits): Any course with prefix ANT, CRJ, ECO, GEG (see note below), HIS, INT, MCS, PSY, POL, SOC, SWK, SPT 205, SPT 226, or SPT 270					
1. Elective					
COURSE: ECO 011 MACRO-ECONOMICS		3			
2. Elective					
COURSE: ECO 012 MICRO-ECONOMICS		3			
3. Elective					
COURSE:		3			

NOTE: GEG courses with a lab and 040, 322, and 323 may be used in IV.A. and GEG courses 040, 204, 274, 305, 322, 323, 324, 347, 380, and 394 may NOT be used in IV.B.

		RC	CR	GR	CAC
C. Humanities (6 credits)					
1. Elective: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, COM, DAN, ENG, FAR, FAS, HUM, MUP, MUS, PAG, PHI, THE, WRI, WGS, Modern Language, or PED 295					
COURSE:		3			
2. Elective: Any course with prefix ARC, ARH, ART, CDE, CDH, CFT, COM, DAN, ENG, FAR, FAS, HUM, MUP, MUS, PAG, PHI, THE, WRI, WGS, Modern Language, or PED 295					
COURSE:		3			
D. Free Electives (15 credits): Select any university course; however, no business courses can be used in this category. (except ENG 21)					
COURSE:		3			
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* Students in specific majors in the College of Business may have specific course requirements that fall under College Distribution requirements. Students should consult the major check sheets and/or their advisors prior to course registration.
 Note: ENG 21 will not count toward graduation requirements.

Name _____

ID# _____

SEMESTER 1		
Course	Grade	Competency
BUS 131 or BUS 171CP		
MAT 105 or MAT 121		
ECO 11 or ECO 12		
ENG COMP or COM 10		
Social Science Req.		

SEMESTER 2		
Course	Grade	Competency
BUS 131 or BUS 171CP		
MAT 121 or MAT 122		
ECO 11 or ECO 12		
ENG COMP or COM 10		
Humanities Requirement		

SEMESTER 3		
Course	Grade	Competency
ACC 121		
BUS 120		
Wellness: Any 3 credit HEA Requirement		
Arts Requirement		
Humanities Requirement		

SEMESTER 4		
Course	Grade	Competency
ACC 122		
MGM 210		
MKT 210		
Natural Science Req.		
Gen Ed Free Elective		

SEMESTER 5		
Course	Grade	Competency
MKT 312WI or MKT 360		
FIN 350QL or MGM 351		
Int Elec-ECO 360CD, FIN 365, MGM 352CD, or MKT 370CD		
Humanities Requirement		
Social Science Req.		

SEMESTER 6		
Course	Grade	Competency
MKT 312WI or MKT 360		
MKT Restricted Elective		
FIN 350QL or MGM 351		
Gen. Ed. Free Elective		
Gen. Ed. Free Elective		

SEMESTER 7		
Course	Grade	Competency
MKT 320		
MKT Restricted Elective		
Bus and/or Free Elective		
Bus and/or Free Elective		
Gen Ed Free Elective		

SEMESTER 8		
Course	Grade	Competency
MGM 399CTWI		
MKT Restricted Elective		
Bus and/or Free Elective		
Gen Ed Free Elective		
Gen Ed Free Elective		

dd:9/27/16

NOTE: This proposed plan of study advises that a student complete fifteen (15) credit hours per semester for eight (8) semesters, thus enabling the student to complete the one hundred-twenty (120) hours necessary for graduation in four years. **THIS IS ONLY A SUGGESTION. Students should meet with their advisors each semester to monitor their progress toward the graduation requirements.**

COMPETENCY COURSES	CREDITS
A. Writing Intensive (WI)	9
B. Quantitative Literacy (QL) OR Computer-Intensive (CP)	3
C. Visual Literacy (VL) OR Communication-Intensive (CM)	3
D. Cultural Diversity (CD)	3
E. Critical Thinking (CT)	3