

Bachelor of Business Administration with a Major in



MARKETING



| College of Business Core (27 Hrs.) | | | |
|---------------------------------------|------------------------------------|------|---|
| Course | Course Name | Hrs. | ✓ |
| ACCT 203 | Principles of Accounting I | 3 | |
| ACCT 204 | Principles of Accounting II | 3 | |
| BCOM 301 | Strategic Business Communication | 3 | |
| FIN 305 | Managerial Finance | 3 | |
| GBUS 204 | Business Law I | 3 | |
| MGT 301 | Management Principles | 3 | |
| MGT 602 | Production & Operations Management | 3 | |
| MGT 650 | Business Policy | 3 | |
| MKT 301 | Marketing Principles | 3 | |

| Marketing Core (18 Hrs.) | | | |
|-----------------------------|------------------------|------|---|
| Course | Course Name | Hrs. | ✓ |
| MKT 302 | Strategic Selling | 3 | |
| MKT 601 | Consumer Behavior | 3 | |
| MKT 604 | Marketing Research | 3 | |
| MKT 606 | Global Marketing | 3 | |
| MKT 610 | Social Media Marketing | 3 | |
| MKT 650 | Marketing Strategy | 3 | |

| Marketing Electives Choose 4 (12 Hrs.) | | | |
|---|--|------|---|
| Course | Course Name | Hrs. | ✓ |
| MKT 400 | Marketing Internship | 3 | |
| MKT 402 | Sales Management | 3 | |
| MKT 403 | Retail Management | 3 | |
| MKT 603 | Customer Service & Relationship Management | 3 | |
| MKT 607 | Business-to-Business Marketing | 3 | |
| MKT 609 | Digital Marketing | 3 | |
| MKT 611 | Social Media Marketing Content & Analytics | 3 | |

| Additional Requirements (12 hours, these courses can also count in specific areas of the KBoR SWT General Education System) | | | |
|--|--------------------------------|------|---|
| Course | Course Name | Hrs. | ✓ |
| ECON 201 | Principles of Econ: Micro | 3 | |
| ECON 202 | Principles of Econ: Macro | 3 | |
| MATH 250 | Elements of Statistics | 3 | |
| MATH 331 | Calculus Methods | 3 | |
| | OR | | |
| MATH 234 | Analytic Geometry & Calculus I | 5 | |

| Total Credit Hours Required: | Hrs. | ✓ |
|------------------------------|------------|---|
| University General Education | 34 | |
| College of Business Core | 27 | |
| Marketing Core | 18 | |
| Marketing Electives | 12 | |
| Additional Requirements | 9-12 | |
| Free Electives | 17-23 | |
| TOTAL | 120 | |

Free electives? Ask your advisor about earning a Minor or Certificate

| Earn a Minor <i>Some Recommendations: (others are possible)</i> | | |
|--|------|---|
| Minor | Hrs. | ✓ |
| Business Communication | 21 | |
| Tourism & Hospitality Management | 21 | |
| Entrepreneurship | 21 | |
| Web Development | 21 | |
| Leadership Studies | 21 | |

| Earn a Certificate <i>Some Recommendations: (others are possible)</i> | | |
|--|------|---|
| Certificate | Hrs. | ✓ |
| Social Media Marketing | 12 | |
| Basic Graphic Design | 9 | |
| Tourism & Hospitality Marketing | 12 | |
| Front End Web Development | 15 | |
| Tourism & Hospitality Management | 12 | |