### General Education
- ENGL 101
- ENGL 102 or ENGL 105
- COMS 130 or ENGL 200+
- MATH 115 or MATH 121
- PSYC 104
- Humanities 1

### International Dimension Requirement (IDR)
- Option One: Foreign Language through 4th level
- Option Two: International Studies
  - A: Study Abroad
  - B: Contemporary regional/international studies/international business

### Foundation
- ACCT 200
- ACCT 201
- DSCI 301
- IST 301
- ECON 142
- ECON 144

### Core Courses
- MKTG 310
- SCM 310
- FIN 310
- MGMT 310
- BLAW 301
- BE 301

### MKTG Major Courses
- MKTG 411: Introduction Consumer Behavior
- MKTG 415: Marketing Research for Managers
- MKTG 435: Marketing Strategy
- MKTG 400+
- MKTG 400+
- MKTG 400+

### Bus Experience
- BUS 110
- BUS 120
- BUS 210
- BUS 220

### Capstone
- MGMT 498

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### ADDITIONAL GRADUATION REQUIREMENTS

<table>
<thead>
<tr>
<th>Hours Required</th>
<th>Grade Point Averages (min 2.2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 120</td>
<td>Overall GPA</td>
</tr>
<tr>
<td>Residency: 30</td>
<td>KU Overall GPA</td>
</tr>
<tr>
<td>Junior/Senior: (300+)</td>
<td>Professional GPA</td>
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<tr>
<td></td>
<td>KU Professional GPA</td>
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<tr>
<td></td>
<td>MKTG Major GPA (min. 2.5)</td>
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