



KU CORE (See complete list of courses at kucore.ku.edu)

Bold is required, *Italics* is strongly suggested

- | | |
|---|---|
| <input type="checkbox"/> GE 11: Critical Thinking (BLAW 301) | <input type="checkbox"/> GE 3S: Social Science (PSYC 104) |
| <input type="checkbox"/> GE 12: Quantitative Literacy (MATH 115) | <input type="checkbox"/> GE 3N: Natural Science with Lab |
| <input type="checkbox"/> GE 21: Written Communication I (<i>ENGL 101</i>) | <input type="checkbox"/> AE 41: Diversity of Human Experience |
| <input type="checkbox"/> GE 21: Written Communication II (BUS 305) | <input type="checkbox"/> AE 42: Global Perspectives |
| <input type="checkbox"/> GE 22: Oral Communication (COMS 322) | <input type="checkbox"/> AE 51/52: Social Responsibility and Ethics |
| <input type="checkbox"/> GE 3H: Arts and Humanity | <input type="checkbox"/> AE 6: Integration and Creativity (MGMT 498) |

Foundation

- ACCT 200
- ACCT 201
- DSCI 202
- IST 202
- ECON 142
- ECON 144

Business Core Courses

- MKTG 310
- SCM 310
- FIN 310
- MGMT 310
- BLAW 301 (GE11)
- BE 301
- DSCI 302
- BUS 305

MKTG Major Courses

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

International Dimension Requirement (IDR)

- Option One: Foreign Language Proficiency
 - Option Two: International Studies (6HRS)
 - A: Study Abroad **OR**
 - B: Contemporary regional/international studies/
international business
- Approved courses at business.ku.edu

Freshman Admission

- Eligibility required
Requirements at business.ku.edu
- BUS 110
 - BUS 120
 - BUS 210

Capstone

- MGMT 498 (AE 6)

ADDITIONAL GRADUATION REQUIREMENTS

Hours Required

Total:	120
Residency:	30
Junior/Senior: (300+)	45

Grade Point Averages

Overall GPA (min. 2.2)	_____
KU Overall GPA (min. 2.2)	_____
Professional GPA (min. 2.2)	_____
KU Professional GPA (min. 2.2)	_____
MKTG Major GPA (min. 2.5)	_____

KU School of Business Marketing Major Sample Schedule

Year 1			
Fall		Spring	
GE 21: Written Communication (ENGL 101)	3	GE 21: Written Communication II (BUS 305)	3
MATH 101	3	Foreign Language	5
Foreign Language	5	GE 12: Quantitative (MATH 115)	3
GE 3S: Social Science (PSYC 104)	3	BUS 120	1
BUS 110	1	ACCT 200	4
Total Hours	15	Total Hours	16

Year 2			
Fall		Spring	
IST 202	3	ECON 144	3
ACCT 201	3	DSCI 202	3
ECON 142	3	Foreign Language	3
Foreign Language	3	GE 3N: Natural Science with Lab	5
GE 22: Oral Communication (COMS 132)	3		
BUS 210	1		
Total Hours	16	Total Hours	14

Year 3			
Fall		Spring	
BCORE 310	3	BCORE 310	3
MKTG 310	3	MKTG 411	3
BCORE 310	3	MKTG 415	3
GE 3H: Arts and Humanity	3	AE 41: Diversity of Human Experience	3
DSCI 302	3	BLAW 301	3
Total Hours	15	Total Hours	15

Year 4			
Fall		Spring	
MKTG ELECTIVE	3	MKTG 435	3
MKTG ELECTIVE	3	MKTG ELECTIVE	3
MKTG ELECTIVE	3	AE 6: Integration and Creativity (MGMT 498)	3
AE 42: Global Perspectives	3	AE 51: Social Responsibility and Ethics	3
BE 301	3	Gen Elective	2
Total Hours	15	Total Hours	14