



KU School of Business Marketing Major Program Guide BSB-MKTG



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

- BE 301
- BLAW 301
- BUS 305
- DSCI 302
- FIN 310
- IST 310*
- MGMT 310
- MKTG 310
- SCM 310

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+

* IST 310 required for students admitted for Fall 2018 and subsequent semesters

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 | Grade Point Averages |
|--------------------------|---|
| Total: 120 | Overall GPA (min. 2.2) _____ |
| Residency: 30 | KU Overall GPA (min. 2.2) _____ |
| Junior/Senior: (300+) 45 | 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 322) | 3 | | |
| BUS 210 | 1 | | |
| Total Hours | 16 | Total Hours | 14 |

| Year 3 | | | |
|--------------------------|----|--------------------------------------|----|
| Fall | | Spring | |
| MKTG 310 | 3 | BCORE 310 | 3 |
| BCORE 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 | |
| BCORE 310 | 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 | MKTG Elective | 3 |
| Total Hours | 15 | Total Hours | 15 |