



**KU CORE (See complete list of courses at [kucore.ku.edu](http://kucore.ku.edu))**

**Bold** is required, *Italics* is strongly suggested

- |   |   |
|---|---|
| <input type="checkbox"/> GE 11: Critical Thinking ( <b>BLAW 301</b> )       | <input type="checkbox"/> GE 3S: Social Science ( <b>PSYC 104</b> )            |
| <input type="checkbox"/> GE 12: Quantitative Literacy ( <b>MATH 115</b> )   | <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 ( <i>BUS 105</i> ) | <input type="checkbox"/> AE 42: Global Perspectives                           |
| <input type="checkbox"/> GE 22: Oral Communication ( <i>COMS 132</i> )      | <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 ( <b>MGMT 498</b> ) |

**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

**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](http://business.ku.edu)

**Freshman Admission**

Eligibility required  
Requirements at [business.ku.edu](http://business.ku.edu)

- BUS 110
- BUS 120
- BUS 210

**Capstone**

- MGMT 498 (AE 6)

**ADDITIONAL GRADUATION REQUIREMENTS**

<b>Hours Required</b>		<b>Grade Point Averages</b>	
Total:	120	Overall GPA ( <b>min. 2.2</b> )	_____
Residency:	30	KU Overall GPA ( <b>min. 2.2</b> )	_____
Junior/Senior: (300+)	45	Professional GPA ( <b>min. 2.2</b> )	_____
		KU Professional GPA ( <b>min. 2.2</b> )	_____
		MKTG Major GPA ( <b>min. 2.5</b> )	_____

## KU School of Business

### Marketing Major Sample Schedule

<b>Year 1</b>			
<b>Fall</b>		<b>Spring</b>	
GE 21: Written Communication (ENGL 101)	3	GE 21: Written Communication II (BUS 105)	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

<b>Year 2</b>			
<b>Fall</b>		<b>Spring</b>	
IST 202	3	ECON 144	3
ACCT 201	3	DSCI 202	4
ECON 142	3	Foreign Language	3
Foreign Language	3	Elective	1
GE 22: Oral Communication (COMS 132)	3	GE 3N: Natural Science with Lab	5
BUS 210	1		
Total Hours	16	Total Hours	16

<b>Year 3</b>			
<b>Fall</b>		<b>Spring</b>	
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

<b>Year 4</b>			
<b>Fall</b>		<b>Spring</b>	
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		
Total Hours	15	Total Hours	12