

Marketing – Bachelor of Science

Requirements Worksheet

Student Name _____

WID _____

BAPP Requirements:		54 hrs
Communication Core Courses:		11 hrs
ENGL 100	Expository Writing 1	3
ENGL 200	Expository Writing 2 (prereq: ENGL 100, 30 hrs)	3
COMM 105	Public Speaking 1A	2
ENGL 417	Written Comm. for the Workplace (prereq: ENGL 200, 60 hrs)	3
Quantitative Core Courses:		18 hrs
MATH 100	College Algebra (prereq: Placement Test)	3
MATH 205	General Calculus and Linear Algebra	3
STAT 350	Business Economics Statistics I	3
STAT 351	Business Economics Statistics II	3
ECON 110	Principles of Macroeconomics	3
ECON 120	Principles of Microeconomics	3
K-State 8 Non- Business Courses:		16 hrs
Aesthetic Experience and Interpretive Understanding		3
Global Issues and Perspectives		3
Human Diversity within the U.S		3
Natural and Physical Science (with Lab)		4
Historical Perspectives		3
Thematic Sequence:		9 hrs
Business Core Requirements: (must earn 2.5 cumulative GPA)		30 hrs
GENBA 101	Business Orientation	0
GENBA 110	Business Foundations	3
GENBA 166	Business Information Technology Skill Proficiency	0
ACCTG 231	Accounting for Business Operations (prereq: Math 100 & GENBA 110 or Sophomore Standing)	3
ACCTG 241	Accounting for Investing and Financing (prereq: ACCTG 231)	3
FINAN 450	Principles of Finance (prereq: ACCTG 231, ECON 120, & STATS 350)	3
MKTG 400	Introduction to Marketing (prereq: ECON 110 or 120)	3
MANGT 366	Information Technology for Business (prereq: GENBA 166)	3
MANGT 420	Management Concepts	3
MANGT 421	Introduction to Operation Management (prereq: STAT 350)	3
MANGT 595	Business Strategy (prereq: FINAN 450, MANGT 420, MKTG 400 & 90 credits, CBA Majors ONLY)	3
MANGT 596	Business Ethics Corporate Citizenship (prereq: FINAN 450, MANGT 420, MKTG 400 & 90 credits, CBA Majors ONLY)	3

Marketing Major Courses:		42 hrs
Major Field Requirements:		15 hrs
MKTG 450	Consumer Behavior (prereq: MKTG 400)	3
MKTG 542	Fundamentals of Professional Selling (prereq: MKTG 400 or concurrent)	3
MKTG 544	International Marketing (prereq: MKTG 400)	3
MKTG 642	Marketing Research (prereq: Genba 166 or CIS 101-103, Stat 351, Mktg 400, Mktg 450)	3
MKTG 690	Marketing Management (prereq: MKTG 400, MKTG 542, CBA Majors Only)	3
Major Field Electives		9 hrs
MKTG 496	Special Topics in Marketing	3
MKTG 541	Retailing (prereq: MKTG 400, MKTG 450)	3
MKTG 543	Integrated Marketing Communications (prereq: MKTG 400, MKTG 450)	3
MKTG 545	Marketing Channels (prereq: MKTG 400)	3
MKTG 546	Services Marketing (prereq: MKTG 400)	3
MKTG 547	International Business (prereq: MKTG 400, MANGT 420)	3
MKTG 550	Business Marketing (prereq: MKTG 400)	3
MKTG 560	Sales Force Leadership (prereq: MKTG 542)	3
MKTG 570	Advanced Selling (prereq: MKTG 542 and instructor permission)	3
MKTG 580	Business Intelligence for Strategic Decision Making (prereq: STAT 350 or equivalent)	3
MKTG 581	Marketing Analytics (prereq: STAT 350 or equivalent)	3
MKTG 630	Sports Marketing (prereq: MKTG 400)	3
MKTG 635	Digital Marketing (prereq: MKTG 400)	3
Economics Electives:		6 hrs
ECON 500+		3
ECON 500+		3
<i>Econ 500+ excludes Econ 505</i>		
Unrestricted Electives: (any course offered by the University 100 level or above)		12 hrs

GPA Requirements to Enter Marketing Major

1. Completed 45-60 credit hours
2. Minimum 2.5 K-State cumulative GPA.

Note: Transfer GPA will not be considered in determining eligibility to enter a major. Only the K-State GPA is applicable. However, ALL hours (K-State and any transfer hours) are included in the 45-60 hours.

Graduation Checklist

- ___ Minimum 126 credits hours
- ___ Cumulative GPA of 2.5 in Business Core classes
- ___ 63 of 126 hrs @ 4-year University
- ___ 30 of 126 hrs @ K-State
- ___ 20 of last 30 hrs @ K-State
- ___ Under 100-level courses do not apply
- ___ Deduct repeat courses in current semester

Major Requirements in Marketing

Requirements for Business Administration Pre-Professions Program

(BAPP) 54 credit hours

Communication Courses (11 credit hours): http://cba.k-state.edu/students/current/curriculum/index.html				
<u>Course Number</u>	<u>Course Title</u>	<u>Prerequisites</u>	<u>Credit hours</u>	<u>Grade</u>
<input type="checkbox"/> COMM 105	Public Speaking IA		2	
<i>Note: Automatic course substitution for COMM 105 is COMM 106</i>				
<input type="checkbox"/> ENGL 100	Expository Writing I		3	
<input type="checkbox"/> ENGL 200	Expository Writing II	Pr.: ENGL 100, 30 credit hours	3	
<input type="checkbox"/> ENGL 417	Written Comm. for the Workplace	Pr.: ENGL 200, 60 credit hours	3	
Quantitative Courses (18 credit hours):				
<input type="checkbox"/> MATH 100	College Algebra	Pr.: see http://cba.k-state.edu/mathpolicy	3	
<input type="checkbox"/> MATH 205	General Calculus & Linear Algebra	Pr.: MATH 100 or placement test	3	
<i>Note: Automatic course substitution for MATH 205 is MATH 220.</i>				
<input type="checkbox"/> STAT 350	Bus. & Econ. Stat I	Pr.: MATH 100	3	
<i>Note: Automatic course substitution for STAT 350 is STAT 325, STAT 340, or STAT 510.</i>				
<input type="checkbox"/> STAT 351	Bus. & Econ. Stat II	Pr.: STAT 350	3	
<input type="checkbox"/> ECON 110	Prin. of Macroeconomics		3	
<input type="checkbox"/> ECON 120	Prin. of Microeconomics		3	
<i>Note: Automatic course substitution for ECON 120 is AGECE 120.</i>				
Non-Business Courses (16 credit hours): <i>fulfills 5 of the K-State 8 requirements</i>				
Note: Select one course from each category. Remaining 3 K-State 8 requirements will be met through other general and business core requirements. Use K-State 8 for Business Students worksheet at http://cba.k-state.edu/students/current/curriculum/index.html				
<input type="checkbox"/>		<i>Aesthetic Experience and Interpretive Understanding</i>	3	
<input type="checkbox"/>		<i>Global Issues and Perspectives</i>	3	
<input type="checkbox"/>		<i>Human Diversity within the U.S.</i>	3	
<input type="checkbox"/>		<i>Natural and Physical Sciences with lab</i>	4	
<input type="checkbox"/>		<i>Historical Perspectives</i>	3	
Thematic Sequence (9 credit hours): http://cba.k-state.edu/students/current/curriculum/index.html				
This requirement can be met in several ways:				
<ol style="list-style-type: none"> 1. Completion of related courses from an academic department exclusive of the CBA * Six-credit hours must be 300-level or higher; or three-credit hours at 300-level or higher and one course requiring a prerequisite also used within the sequence. 2. Completion of a major or secondary major outside of the College of Business Administration. 3. Completion of a minor outside of the College of Business Administration, with at least 9 hours of non-business courses that are not a part of the requirements of the student's major. 4. Completion of a Certificate outside of the College of Business Administration or Certificate in International Business. 				
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	

Requirements for Business Core

30 credit hours

Business Core Courses (30 credit hours): http://cba.k-state.edu/students/current/curriculum/index.html				
<i>Note: A 2.5 GPA must be earned in all Business Core courses in order to graduate.</i>				
<u>Course Number</u>	<u>Course Title</u>	<u>Prerequisites</u>	<u>Credit hours</u>	<u>Grade</u>
<input type="checkbox"/> GENBA 101	Business Orientation	Pr.: None	0	
<input type="checkbox"/> GENBA 110	Business Foundations	Pr.: None	3	
<input type="checkbox"/> GENBA 166	Business Information Technology Skills Proficiency	Pr.: None	0	
<input type="checkbox"/> ACCTG 231	Accounting for Business Operations	Pr.: MATH 100 and GENBA 110 or sophomore standing	3	
<input type="checkbox"/> ACCTG 241	Accounting for Investing/Financing	Pr.: ACCTG 231	3	
<input type="checkbox"/> FINAN 450	Principles of Finance	Pr.: ACCTG 231, ECON 120, and STAT 350	3	
<input type="checkbox"/> MKTG 400	Intro to Marketing	Pr.: ECON 110 or 120	3	
<input type="checkbox"/> MANGT 366	Info. Technology for Business	Pr.: GENBA 166	3	
<input type="checkbox"/> MANGT 420	Management Concepts	Pr.: None	3	
<input type="checkbox"/> MANGT 421	Intro to Operations Management	Pr.: MATH 205 and STAT 350	3	
<input type="checkbox"/> MANGT 595	Business Strategy	Pr.: FINAN 450, MANGT 420, MKTG 400, and 90 credit hours (CBA majors only)	3	
<input type="checkbox"/> MANGT 596	Business Ethics and Corporate Citizenship	Pr.: FINAN 450, MANGT 420, MKTG 400, and 90 credit hours (CBA majors only)	3	

Major Field Requirements for a Marketing Major

42 credit hours

Major Field Requirements (12 credit hours):				
Course typically offered: (F) = Fall, (S) = Spring, (F,S) = Fall and Spring, (F or S) = Fall or Spring, (D) = Sufficient Demand				
<input type="checkbox"/> MKTG 450	Consumer Behavior	F, S	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 542	Fundamentals of Prof. Selling	F, S	Pr. or Concurrent: MKTG 400	3
<input type="checkbox"/> MKTG 544	International Marketing	F, S	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 642	Marketing Research	F, S	Pr.: GENBA 166 or CIS 101, 102, 103, MKTG 450, STAT 351	3
<input type="checkbox"/> MKTG 690	Marketing Management	F, S	Pr. or Concurrent: MKTG 642 (Marketing majors only)	3
Major Field Electives (12 credit hours): <i>Select from the following electives</i>				
<input type="checkbox"/> MKTG 496	Special Topics in Marketing	D	Pr.: None	3
<input type="checkbox"/> MKTG 541	Retailing	F or S	Pr.: MKTG 400, MKTG 450	3
<input type="checkbox"/> MKTG 543	Integrated Marketing Comm.	F or S	Pr.: MKTG 400, MKTG 450	3
<input type="checkbox"/> MKTG 545	Marketing Channels	F or S	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 546	Services Marketing	F or S	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 547	International Business	D	Pr.: MANGT 420, MKTG 400	3
<input type="checkbox"/> MKTG 550	Business Marketing	D	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 560	Sales Force Leadership	F	Pr.: MKTG 542	3
<input type="checkbox"/> MKTG 570	Advanced Selling	S	Pr.: MKTG 542 and Instructor permission	3
<input type="checkbox"/> MKTG 580	Business Intelligence for Strategic Decision Making	F	Pr.: STAT 350 or equivalent	3
<input type="checkbox"/> MKTG 581	Marketing Analytics	F, S	Pr.: STAT 350 or equivalent	3
<input type="checkbox"/> MKTG 630	Sports Marketing	D	Pr.: MKTG 400	3
<input type="checkbox"/> MKTG 635	Digital Marketing	F or S	Pr.: MKTG 400	3

Economics Electives (6 credit hours): http://cba.k-state.edu/students/current/curriculum/index.html		
<input type="checkbox"/>		3
<input type="checkbox"/>		3
<i>Note: Economics electives must be selected from economics course offerings numbered 500 or above (Excluding ECON 505) in consultation with the student's academic advisor.</i>		
Unrestricted Electives (12 credit hours):		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		
<input type="checkbox"/>		

Sample Semester Sequence for MARKETING

Semester 1		
MATH 100	College Algebra	3
ECON 110	Macroeconomics	3
GENBA 101	Business Orientation	0
GENBA 110	Business Foundations	3
ENGL 100	Expository Writing I	3
K-STATE 8	Aesthetic Experience and Interpretive Understanding *	3
		15

Semester 2		
MATH 205	General Calculus and Linear Algebra	3
ECON 120	Microeconomics	3
COMM 105	Public Speaking IA	2
MKTG 400	Introduction to Marketing	3
K-STATE 8	Natural and Physical Sciences w/ lab*	4
GENBA 166	Business Information Technology Skills Proficiency	0
		15

Semester 3		
STAT 350	Business and Economic Statistics I	3
ACCTG 231	Accounting for Business Operations	3
MANGT 420	Management Concepts	3
ENGL 200	Expository Writing II	3
K-STATE 8	Global Issues and Perspectives*	3
		15

Semester 4		
STAT 351	Business and Economic Statistics II	3
ACCTG 241	Accounting for Investing and Financing	3
MKTG 450	Consumer Behavior	3
MANGT 366	Information Technology for Business	3
K-STATE 8	Human Diversity within the U.S.*	3
		15

Semester 5		
FINAN 450	Principles of Finance	3
MKTG 542	Fundamentals of Professional Selling	3
MKTG	Marketing Major Field Elective	3
K-STATE 8	Historical Perspectives*	3
ELECTIVE	Unrestricted Elective**	3
		15

Semester 6		
MANGT 421	Introduction to Operations Management	3
MKTG 544	International Marketing	3
MKTG	Marketing Major Field Elective	3
ECON 500+	Economics Elective	3
ENGL 417	Written Communication for the Workplace	3
THEM SEQ	Thematic Sequence #1*	3
		18

Semester 7		
MANGT 596	Bus Ethics & Corp Citizenship Capstone	3
MKTG	Marketing Major Field Elective	3
MKTG	Marketing Major Field Elective	3
THEM SEQ	Thematic Sequence #2*	3
ELECTIVE	Unrestricted Elective**	3
ELECTIVE	Unrestricted elective**	3
		18

Semester 8		
MANGT 595	Business Strategy Capstone	3
MKTG 690	Marketing Management	3
ECON 500+	Economics Elective	3
THEM SEQ	Thematic Sequence #3*	3
ELECTIVE	Unrestricted elective**	3
		15

*Must be taken outside the College of Business Administration.
 **Any course offered by the university 100-level or above.

Total credit hours	126
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Note: Students generally will take 15 credit hours per semester (not 18). Students can elect to take a summer course(s) to stay on track for 4-year graduation plan.

Tips for Academic Planning and Enrollment

- Complete GENBA 110 and 166 within your first year
- Complete MATH 205 before your second year
- Make sure you complete at least one quantitative course (ACCTG, ECON, STAT, MATH) every semester
- Make sure you monitor your grades and consult with your Academic Advisor about retakes as needed
- Balance your course load with a mix of different courses
- Use the course catalog online to look up course descriptions
- Use DARS to verify and track progress towards graduation
- Take classes towards your intended major as early as possible
- Utilize resources on CBA website:
 - Student Success Guide
 - Student Curriculum Worksheets
 - Electives/K-State 8
 - Thematic Sequence