

Marketing – Bachelor of Science

Requirements Worksheet

Student Name _____

WID _____

BAPP Requirements:		45 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
Business Core Requirements: (must earn 2.5 cumulative GPA)		30 hrs
GENBA 105	Business Orientation	0
GENBA 110	Business Foundations	3
GENBA 166	Business Information Technology Skill Proficiency	0
GENBA 205	Career Accelerator	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	Principles of Management	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:		45 hrs
Major Field Requirements:		12 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 690	Marketing Management (prereq: MKTG 400, MKTG 542, CBA Majors Only)	3
Major Field Electives		15 hrs
MKTG 490	Undergrad Research Experience (prereq: Instructor Consent)	3
MKTG 496	Special Topics in Marketing	3
MKTG 498	Independent Study in Marketing (prereq: Department Head Consent)	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 580	Marketing Analytics Fundamentals (prereq: STAT 350 or equivalent)	3
MKTG 581	Applications of Marketing Analytics (prereq: STAT 350 or equivalent)	3
MKTG 630	Sports Marketing (prereq: MKTG 400)	3
MKTG 635	Digital Marketing (prereq: MKTG 400)	3
MKTG 642	Marketing Research (prereq: MKTG 580 or MKTG 581)	3
Economics Electives:		3 hrs
ECON 510+		3
Unrestricted Electives: (any course offered by the University 100 level or above)		15 hrs

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 120 credits hours
- ___ Cumulative GPA of 2.5 in Business Core classes
- ___ 60 of 120 hrs @ 4-year University
- ___ 30 of 120 hrs @ K-State
- ___ 20 of last 30 hrs @ K-State
- ___ Under 100-level courses do not apply
- ___ Deduct repeat courses in current semester