

### Marketing – Bachelor of Science

#### Requirements Worksheet

Student Name \_\_\_\_\_

WID \_\_\_\_\_

<b>BAPP Requirements:</b>		<b>45 hrs</b>
<b>Communication Core Courses:</b>		<b>11 hrs</b>
ENGL 100	Expository Writing 1	3
ENGL 200	Expository Writing 2 <i>(prereq: ENGL 100, 30 hrs)</i>	3
COMM 105	Public Speaking 1A	2
ENGL 417	Written Comm. for the Workplace <i>(prereq: ENGL 200, 60 hrs)</i>	3
<b>Quantitative Core Courses:</b>		<b>18 hrs</b>
MATH 100	College Algebra <i>(prereq: Placement Test)</i>	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
<b>K-State 8 Non-Business Courses:</b>		<b>16 hrs</b>
	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
<b>Business Core Requirements:</b> <i>(must earn 2.5 cumulative GPA)</i>		<b>30 hrs</b>
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 <i>(prereq: Math 100 &amp; GENBA 110 or Sophomore Standing)</i>	3
ACCTG 241	Accounting for Investing and Financing <i>(prereq: ACCTG 231)</i>	3
FINAN 450	Principles of Finance <i>(prereq: ACCTG 231, ECON 120, &amp; STATS 350)</i>	3
MKTG 400	Introduction to Marketing <i>(prereq: ECON 110 or 120)</i>	3
MANGT 366	Information Technology for Business <i>(prereq: GENBA 166)</i>	3
MANGT 420	Principles of Management	3
MANGT 421	Introduction to Operations Management <i>(prereq: STAT 350)</i>	3
MANGT 595	Business Strategy <i>(prereq: FINAN 450, MANGT 420, MKTG 400 &amp; 90 credits, CBA Majors ONLY)</i>	3
MANGT 596	Business Ethics Corporate Citizenship <i>(prereq: FINAN 450, MANGT 420, MKTG 400 &amp; 90 credits, CBA Majors ONLY)</i>	3

<b>Marketing Major Courses:</b>		<b>45 hrs</b>
<b>Major Field Requirements:</b>		<b>12 hrs</b>
MKTG 450	Consumer Behavior <i>(prereq: MKTG 400)</i>	3
MKTG 542	Fundamentals of Professional Selling <i>(prereq: MKTG 400 or concurrent)</i>	3
MKTG 544	International Marketing <i>(prereq: MKTG 400)</i>	3
MKTG 690	Marketing Management <i>(prereq: MKTG 400, MKTG 542, CBA Majors Only)</i>	3
<b>Major Field Electives</b>		<b>15 hrs</b>
MKTG 490	Undergrad Research Experience <i>(prereq: Instructor Consent)</i>	3
MKTG 496	Special Topics in Marketing	3
MKTG 498	Independent Study in Marketing <i>(prereq: Department Head Consent)</i>	3
MKTG 541	Retailing <i>(prereq: MKTG 400, MKTG 450)</i>	3
MKTG 543	Integrated Marketing Communications <i>(prereq: MKTG 400, MKTG 450)</i>	3
MKTG 545	Marketing Channels <i>(prereq: MKTG 400)</i>	3
MKTG 546	Services Marketing <i>(prereq: MKTG 400)</i>	3
MKTG 547	International Business <i>(prereq: MKTG 400, MANGT 420)</i>	3
MKTG 550	Business Marketing <i>(prereq: MKTG 400)</i>	3
MKTG 580	Marketing Analytics Fundamentals <i>(prereq: STAT 350 or equivalent)</i>	3
MKTG 581	Applications of Marketing Analytics <i>(prereq: STAT 350 or equivalent)</i>	3
MKTG 630	Sports Marketing <i>(prereq: MKTG 400)</i>	3
MKTG 635	Digital Marketing <i>(prereq: MKTG 400)</i>	3
MKTG 642	Marketing Research <i>(prereq: MKTG 580 or MKTG 581)</i>	3
<b>Economics Electives:</b>		<b>3 hrs</b>
ECON 510+		3
<b>Unrestricted Electives:</b> <i>(any course offered by the University 100 level or above)</i>		<b>15 hrs</b>

#### 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

## Marketing - Sample Semester Sequence

120 Total Credit hours

Semester _____		
<b>MATH 100</b>	College Algebra	3
<b>GENBA 110</b>	Business Foundations	3
<b>ENGL 100</b>	Expository Writing 1	3
<b>K-STATE 8</b>	Aesth. Exp. & Interpretive Understanding	3
<b>K-STATE 8</b>	Global Issues and Perspectives	3
<b>GENBA 105</b>	Business Orientation	0
		15

Semester _____		
<b>MATH 205</b>	General Calculus and Linear Algebra	3
<b>ECON 110</b>	Principles of Macroeconomics	3
<b>MANGT 420</b>	Principles of Management	3
<b>COMM 105</b>	Public Speaking 1A	2
<b>K-STATE 8</b>	Natural and Physical Science (with Lab)	4
<b>GENBA 166</b>	Business Info Technology Skill Proficiency	0
		15

Semester _____		
<b>ECON 120</b>	Principles of Microeconomics	3
<b>STAT 350</b>	Business Economics Statistics I	3
<b>MKTG 400</b>	Introduction to Marketing	3
<b>ENGL 200</b>	Expository Writing 2	3
<b>K-STATE 8</b>	Human Diversity within the U.S	3
<b>GENBA 205</b>	Career Accelerator	0
		15

Semester _____		
<b>ACCTG 231</b>	Accounting for Business Operations	3
<b>STAT 351</b>	Business Economics Statistics II	3
<b>MKTG 542</b>	Fundamentals of Professional Selling	3
<b>MKTG</b>	Marketing Elective	3
<b>K-STATE 8</b>	Historical Perspectives	3
		15

Semester _____		
<b>ACCTG 241</b>	Accounting for Investing and Financing	3
<b>MANGT 366</b>	Information Technology for Business	3
<b>MKTG 450</b>	Consumer Behavior	3
<b>MKTG</b>	Marketing Elective	3
<b>ELECTIVE</b>	Unrestricted Elective	3
		15

Semester _____		
<b>FINAN 450</b>	Principles of Finance	3
<b>MANGT 421</b>	Introduction to Operations Management	3
<b>MKTG 544</b>	International Marketing	3
<b>MKTG</b>	Marketing Elective	3
<b>ELECTIVE</b>	Unrestricted Elective	3
		15

Semester _____		
<b>MANGT 595</b>	Business Strategy	3
<b>MKTG 690</b>	Marketing Management	3
<b>MKTG</b>	Marketing Elective	3
<b>ECON 510+</b>	Economics Elective	3
<b>ELECTIVE</b>	Unrestricted Elective	3
		15

Semester _____		
<b>MANGT 596</b>	Business Ethics Corporate Citizenship	3
<b>MKTG</b>	Marketing Elective	3
<b>ENGL 417</b>	Written Comm. for the Workplace	3
<b>ELECTIVE</b>	Unrestricted Elective	3
<b>ELECTIVE</b>	Unrestricted Elective	3
		15