## Requirements for Marketing Major/Plan

### Business Pre-Professions Program (BAPP) – 63 credit hours

**Communication Courses (14 credit hours/units):** [http://www.cba.k-state.edu/communication](http://www.cba.k-state.edu/communication)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Credit hours/units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 100</td>
<td>Expository Writing I</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ENGL 200</td>
<td>Expository Writing II</td>
<td>Pr.: ENGL 100, 30 credit hours/units</td>
<td>3</td>
</tr>
<tr>
<td>COMM 105</td>
<td>Public Speaking IA</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

*Note: Automatic course substitution for COMM 105 is COMM 106*

- Comm. Elective: 3 credit hours/units
- Comm. Elective: 3 credit hours/units

Choose six communication elective hours from the following list of courses:

- ENGL 300 Expository Writing III Pr.: ENGL 200
- *MKTG 542 Professional Selling/Sales Mangt. Pr.: MKTG 400
- COMM 311 Bus & Professional Speaking Pr.: COMM 105/106
- COMM 320 Theories of Human Comm. (theory) Pr.: COMM 105/106
- COMM 321 Public Speaking II Pr.: COMM 105/106
- COMM 322 Interpersonal Comm.
- COMM 323 Non Verbal Comm. Pr.: COMM 105/106
- COMM 325 Argumentation & Debate Pr.: COMM 105/106
- COMM 326 Sm. Group Disc. Method Pr.: COMM 105/106
- COMM 331 Criticism of Public Discourse (theory) Pr.: COMM 105/106
- COMM 399 (HONOR) Seminar Small Group Discussion Pr.: COMM 105/106
- COMM 430 Freedom of Speech
- COMM 435 Political Communication Pr: COMM 105/106
- COMM 450 Special Studies in Human Discourse (consult with advisor prior to enrolling for class, prior approval is necessary) Pr.: COMM 105/106
- COMM 480 Intercultural Communication Pr.: COMM 105/106
- COMM 526 Persuasion
- COMM 535 Leadership Communications (theory) Pr.: COMM 105/106
- FREN 513 OR French Composition and Grammar Pr.: FREN 213 or equiv.
- FREN 517 OR Commercial French Pr.: FREN 213.
- GRMN 526 OR Business German Pr.: GRMN 523
- GRMN 527 Advanced German Conversation Pr.: GRMN 223 or equiv.
- SPAN 410 OR Spanish Composition and Grammar Pr.: SPAN 361 or 365 or equiv.
- SPAN 420 OR Advanced Spanish Conversation Pr.: SPAN 361 or 365 or equiv.
- SPAN 530 Spanish for Professions Pr.: SPAN 410 or equiv.

*Note: At least three (3) hours of the communication electives must be skills courses (as opposed to theory). Only three (3) hours can be a foreign language course. MKTG 542 (Professional Selling/Sales Mangt.) cannot be utilized as a Communications Elective if the student is in the Marketing major/plan degree track. This course is a Major/plan Field Requirement for Marketing majors/plans. All other major/plans may use this course as a Communications Elective. Students, pursuing a modern language minor or Certificate in International Business with a language, other than French German or Spanish, should consult with an advisor for applicable course substitutions.*
### Quantitative Courses (15 credit hours/units)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 100</td>
<td>College Algebra</td>
<td>Pr.: see <a href="http://www.cba.k-state.edu/mathpolicy">http://www.cba.k-state.edu/mathpolicy</a></td>
<td>3</td>
</tr>
<tr>
<td>MATH 205</td>
<td>General Calculus &amp; Linear Algebra</td>
<td>Pr.: MATH</td>
<td>3</td>
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</tbody>
</table>

*Note: Automatic course substitution for MATH 205 is MATH 220.*

<table>
<thead>
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<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS 101</td>
<td>Intro. to Information Technology</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>CIS 102</td>
<td>Spreadsheet Appl.</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>CIS 103</td>
<td>Database Appl.</td>
<td></td>
<td>1</td>
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</tbody>
</table>

*Note: Automatic course substitutions for CIS 101 & 102 & 103 are CIS 200 or CIS 209 or CIS 210.*

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANGT 366</td>
<td>Info. Technology for Business</td>
<td>Pr.: CIS 101, CIS 102, &amp; CIS 103</td>
<td>3</td>
</tr>
<tr>
<td>STAT 350</td>
<td>Bus. &amp; Econ. Stat I</td>
<td>Pr.: MATH 100</td>
<td>3</td>
</tr>
</tbody>
</table>

### Economics Courses (6 credit hours/units)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
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</thead>
<tbody>
<tr>
<td>ECON 110</td>
<td>Prin. Of Macroecon.</td>
<td></td>
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</tr>
<tr>
<td>ECON 120</td>
<td>Prin. Of Microecon.</td>
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</table>

*Note: Automatic course substitution for ECON 120 is AGEC 120.*

### Business Core Courses (6 credit hours/units)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 231</td>
<td>Accounting For Business Operations</td>
<td>Pr.: MATH 100, 30 credit hours/units</td>
<td>3</td>
</tr>
<tr>
<td>ACCTG 241</td>
<td>Accounting For Investing &amp; Financing</td>
<td>Pr.: ACCTG 231</td>
<td>3</td>
</tr>
</tbody>
</table>

*Note: Both accounting courses must be taken at K-State or must be taken elsewhere to obtain credit. Consult with your academic advisor or check the K-State transfer equivalencies webpage for complete information.*  
[http://www.k-state.edu/admit/tran_info.html](http://www.k-state.edu/admit/tran_info.html)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Hrs./Units</th>
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</thead>
<tbody>
<tr>
<td>GENBA 101</td>
<td>Bus. Orientation</td>
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</tbody>
</table>

*Note: Students who enter the CBA with 45 or more credit hours/units completed are not required to take Bus. Orient.*

### Social Science Electives (9 credit hours/units)  
[http://www.cba.k-state.edu/socialsciences](http://www.cba.k-state.edu/socialsciences)

1.  
2.  
3.  

Choose nine social science elective hours from the following list of courses:

- **ANTH**
  - All courses except those which count as Humanities or Natural Science electives are acceptable.

- **ECON**
  - All courses except ECON 110 & ECON 120. Courses may not overlap with those used to satisfy economics, restricted, or unrestricted electives.

- **EDLST 350**
  - Culture and Context in Leadership

- **FSHS 105**
  - Intro. to Personal and Family Finance

- **FSHS 110**
  - Intro. to Human Development

- **FSHS 301**
  - Helping Relationship

- **FSHS 302**
  - Intro. to Human Sexuality  
  - Pr.: FSHS 110 or PSYCH 110

- **FSHS 350**
  - Family Relationships & Gender Roles  
  - Pr.: FSHS 110 or PSYCH 110 or SOCIO 211

- **GEOG**
  - All courses except GEOG 221 & GEOG 321 are acceptable.

- **GNHE 310**
  - Human Needs

- **POLSC**
  - ALL COURSES

- **PSYCH**
  - ALL COURSES

- **SOCIO**
  - ALL COURSES
<table>
<thead>
<tr>
<th>Humanities Electives (6 credit hours/units)</th>
<th><a href="http://www.cba.k-state.edu/humanities">Link</a></th>
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</thead>
<tbody>
<tr>
<td><strong>Course Number</strong></td>
<td><strong>Course Title</strong></td>
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<tr>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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</tbody>
</table>

Choose six humanities elective hours from the following list of courses:

- **AMETH 160**: Intro. To American Ethnic Studies
- **ANTH 515**: Creativity & Culture*
- **ANTH 516**: Ethnomusicology*
- **ANTH 517**: African American Music & Culture*  
  **Pr.**: ANTH 200 or ANTH 204 or ANTH 210
- **ARCH 301**: Appreciation of Architecture
- **ART**: ALL COURSES*
- **DANCE**: ALL COURSES*
- **DEN 210**: History of Building and Construction
- **ENGL**: ALL LITERATURE COURSES
- **ENVD 205**: Graphics I  
  **Pr.**: See Undergraduate Catalog
- **ENVD 250**: History of Designed Environment I
- **ENVD 251**: History of Designed Environment II
- **HIST**: ALL COURSES
- **MODERN LANGUAGE**: ALL COURSES (e.g., ARAB, CHINE, FREN, GRMN, ITAL, JAPAN, LATIN, PORT, RUSSN, SPAN, URDU, SWAH)
- **MUSIC**: ALL COURSES*
- **PHILO**: ALL COURSES
- **THTRE**: ALL COURSES*
- **WOMST 105**: Introduction to Women’s Studies
- **WOMST 380**: Women and Global Social Change  
  **Pr.**: ENGL 100 or 110

*Students may take a maximum of 3 credit hours/units in participation or artistic skill development courses.*

<table>
<thead>
<tr>
<th>Natural Science Electives (7 credit hours/units, one lab course required)</th>
<th><a href="http://www.cba.k-state.edu/naturalsciences">Link</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course Number</strong></td>
<td><strong>Course Title</strong></td>
</tr>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
</tr>
</tbody>
</table>
- **AGRON 220**: Crop Science (4 hrs. – includes 1 hr. lab)
- **AGRON 305**: Soils (4 hrs. – includes 1 hr. lab)
- **ANTH 280**: Intro. To Physical Anthropology
- **ANTH 281**: Intro. To Physical Anthropology Lab
- **ASI 102**: Principles of Animal Science
- **ASI 105**: Animal Science and Industry Lab
- **ASI 106**: Dairy and Poultry Science Lab
- **BIOCH**: ALL COURSES
- **BIOL**: ALL COURSES
- **CHM**: ALL COURSES
- **DEN 420**: Intro. to Alternative Energy Sources
- **DEN 425**: Intro. to Energy and Environ. Tech.
- **ENTOM 312**: General Entomology
- **ENTOM 313**: General Entomology Lab
- **GEOG 221**: Environmental Geography I (4 hrs. – includes 1hr lab)
- **GEOG 321**: Environmental Geography II (4 hrs. – includes 1 hr. lab)
- **GEOL**: ALL COURSES
- **HN 132**: Basic Nutrition
- **HORT 201**: Intro to Horticultural Science
- **PHYS**: ALL COURSES
# Core and Major/Plan Requirements for Marketing

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Cr. hrs./Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Courses (21 credit hours/units) (F,S)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>STAT 351</td>
<td>Bus. &amp; Econ Stats II</td>
<td>Pr.: STAT 350 or 325</td>
<td>3</td>
</tr>
<tr>
<td>FINAN 450</td>
<td>Principles of Finance</td>
<td>Pr.: ACCTG 231, ECON 120, STAT 350</td>
<td>3</td>
</tr>
<tr>
<td>MANGT 420</td>
<td>Management Concepts</td>
<td>Pr.: 60 credit hours/units</td>
<td>3</td>
</tr>
<tr>
<td>MANGT 421</td>
<td>Intro. to Operations Management</td>
<td>Pr.: MATH 205, STAT 350</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 400</td>
<td>Intro. to Marketing</td>
<td>Pr.: ECON 110 OR ECON 120, 60 credit hours/units</td>
<td>3</td>
</tr>
<tr>
<td>MANGT 595</td>
<td>Bus. Strategy</td>
<td>Pr.: FINAN 450, MANGT 420, MKTG 400, 90 credit hours/units, (CBA majors only)</td>
<td>3</td>
</tr>
<tr>
<td>MANGT 596</td>
<td>Bus., Government, and Society</td>
<td>Pr.: FINAN 450, MANGT 420, MKTG 400, 90 credit hours/units, (CBA majors only)</td>
<td>3</td>
</tr>
<tr>
<td>Major/Plan Field Requirements (15 credit hours/units)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 450</td>
<td>Consumer Behavior (F,S)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 542</td>
<td>Prof. Selling/Sales Mangt (F,S)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 544</td>
<td>International Marketing (F,S)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 642</td>
<td>Marketing Research (F,S)</td>
<td>Pr.: CIS 101,102, &amp; 103, MKTG 450, STAT 351</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 690</td>
<td>Marketing Management (F,S)</td>
<td>Pr.: MKTG 642 (MKTG 642 and MKTG 690 may be taken concurrently), (Marketing majors only)</td>
<td>3</td>
</tr>
<tr>
<td>Major/Plan Field Electives (9 credit hours/units) (Select three courses)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKTG 496</td>
<td>Special Topics in Marketing - offered on sufficient demand.</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MKTG 497</td>
<td>Topics in Financial Services Mktg (S)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>MKTG 541</td>
<td>Retailing (F,S)</td>
<td>Pr.: MKTG 450</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 543</td>
<td>Integrated Marketing Comm. (F,S)</td>
<td>Pr.: MKTG 450</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 545</td>
<td>Marketing Channels (F)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 546</td>
<td>Services Marketing (F,S)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 547</td>
<td>International Business – offered on sufficient demand.</td>
<td>Pr.: ACCTG 241, FINAN 450, MANGT 420, MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 630</td>
<td>Sports Marketing (F)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 550</td>
<td>Business Marketing (F)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 635</td>
<td>Electronic Marking (F)</td>
<td>Pr.: MKTG 400</td>
<td>3</td>
</tr>
</tbody>
</table>

**Notes:**
(F) = Course typically offered in the Fall semester only.
(S) = Course typically offered in the Spring semester only.
(F,S) = Course typically offered both in the Fall and Spring semester.
**Restricted Electives (9 credit hours/units)**
Humanities, Natural Science, Quantitative, or Social Science courses

- 1.
- 2.
- 3.
- 4. (If necessary)

<table>
<thead>
<tr>
<th>Humanities:</th>
<th><a href="http://www.cba.k-state.edu/humanities">http://www.cba.k-state.edu/humanities</a></th>
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</thead>
<tbody>
<tr>
<td>Natural Sciences:</td>
<td><a href="http://www.cba.k-state.edu/naturalsciences">http://www.cba.k-state.edu/naturalsciences</a></td>
</tr>
<tr>
<td>Quantitative:</td>
<td>CIS: All courses numbered 300 and above</td>
</tr>
<tr>
<td></td>
<td>MATH 221: Analytic Geometry and Calculus II</td>
</tr>
<tr>
<td></td>
<td>MATH 222: Analytic Geometry and Calculus III</td>
</tr>
<tr>
<td></td>
<td>STAT: All courses numbered 500 and above</td>
</tr>
<tr>
<td>Social Sciences:</td>
<td><a href="http://www.cba.k-state.edu/socialsciences">http://www.cba.k-state.edu/socialsciences</a></td>
</tr>
</tbody>
</table>

**Economics Electives (6 credit hours/units)** see [http://www.cba.k-state.edu/economics](http://www.cba.k-state.edu/economics) for list

- 1. 3
- 2. 3

*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. See page 41 for listings. Economics electives may not overlap with economics courses used as social science, restricted, or unrestricted electives.*

**Unrestricted Electives (3 credit hours/units)**

- 1.
- 2.

*An unrestricted elective may be any course numbered 100 or above offered for credit by a University department.*

(F) = Course typically offered in the Fall semester only.

(S) = Course typically offered in the Spring semester only.

(D) = Course typically offered on Sufficient Demand only
_sample Program of Study: Marketing

This is a sample guide you may follow. Please check prerequisites carefully if you plan to take courses in a different order.

<table>
<thead>
<tr>
<th>5th Semester</th>
<th>6th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Marketing (MKTG 400)</td>
<td>Intro. to Operations Management (MANGT 421)</td>
</tr>
<tr>
<td>Management Concepts (MANGT 420)</td>
<td>Consumer Behavior (MKTG 450)</td>
</tr>
<tr>
<td>Principles of Finance (FINAN 450)</td>
<td>International Marketing (MKTG 544)</td>
</tr>
<tr>
<td>Business &amp; Economic Statistics II (STAT 351)</td>
<td>Major/Plan Field Elective</td>
</tr>
<tr>
<td>Economics Elective</td>
<td>Professional Selling/Sales Mangt. (MKTG 542)</td>
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<tr>
<td>Restricted Elective</td>
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<table>
<thead>
<tr>
<th>7th Semester</th>
<th>8th Semester</th>
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</thead>
<tbody>
<tr>
<td>Business, Government, and Society (MANGT 596)</td>
<td>Business Strategy (MANGT 595)</td>
</tr>
<tr>
<td>Marketing Research (MKTG 642)</td>
<td>Marketing Management (MKTG 690)</td>
</tr>
<tr>
<td>Major/Plan Field Elective</td>
<td>Major/Plan Field Elective</td>
</tr>
<tr>
<td>Economics Elective</td>
<td>Restricted Elective</td>
</tr>
<tr>
<td>Restricted Elective</td>
<td>Unrestricted Elective</td>
</tr>
</tbody>
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Program Planning Sheet

<table>
<thead>
<tr>
<th>5th Semester</th>
<th>6th Semester</th>
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<tbody>
<tr>
<td>Course Title</td>
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<table>
<thead>
<tr>
<th>7th Semester</th>
<th>8th Semester</th>
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</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Course Title</td>
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</tbody>
</table>

Flow Charts are available on K-State On-Line – CBA_Advising. Click on Course Information, then Curriculum_Flow_Charts in the resources section.