

# Major Requirements for a Degree in Marketing

## Requirements for Business Administration Pre-Professions Program (BAPP)

### – 54 credit hours

<b>Communication Courses (11 credit hours):</b> <a href="http://cba.k-state.edu/current-students/curriculum/index.html">http://cba.k-state.edu/current-students/curriculum/index.html</a>			
<u>Course Number</u>	<u>Course Title</u>	<u>Prerequisites</u>	<u>Credit hours</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
<b>Quantitative Courses (18 credit hours)</b>			
<u>Course Number</u>	<u>Course Title</u>	<u>Prerequisites</u>	<u>Hours</u>
<input type="checkbox"/> MATH 100	College Algebra	Pr.: see <a href="http://cba.k-state.edu/mathpolicy">http://cba.k-state.edu/mathpolicy</a>	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 AGEC 120.</i>			
<b>Non-Business Courses (16 credit hours) – fulfills 5 of the K-State 8 requirements</b>			
<b>Note:</b> Select one course from each category. Remaining 3 K-State 8 requirements will be met through other general and business core requirements.			
<input type="checkbox"/> <b>Aesthetic Experience and Interpretive Understanding</b>			3
<b>Please choose from the following:</b>			
ARAB 181 (or higher)	ENGL 231	LATIN 141 (or higher)	
ARCH 290	ENGL 233	MLANG 297 (Honors)	
ARCH 301	ENGL 234	MUSIC 100	
ART 195	ENGL 251	MUSIC 170	
ART 196	ENGL 253	MUSIC 250	
CHINE 101 (or higher)	ENGL 270	PHILO 120	
COMM 120	ENGL 285	RUSSN 151 (or higher)	
COMM 260	ENGL 287	SPAN 161 (or higher)	
COMM 311	ENGL 295	SWAH 101 (or higher)	
COMM 321	ENGL 297 (Honors)	THTRE 260	
COMM 323	FREN 111 (or higher)	THTRE 261	
COMM 535	GRMN 121 (or higher)	THTRE 263	
DAS 100	HINDI 101 (or higher)	THTRE 265	
ENGL 220	HIST 297 (Honors)	THTRE 270	
ENGL 230	ITAL 131 (or higher)		
	JAPAN 191 (or higher)		

<input type="checkbox"/> <b>Global Issues and Perspectives</b>		3
<b><u>Please choose from the following:</u></b>	GEOG 332	JAPAN 191 (or higher)
ANTH 200	GEOG 340	LATIN 141 (or higher)
ANTH 204	GEOG 505	LEAD 350
ARAB 181 (or higher)	GRMN 121 (or higher)	MLANG 297 (Honors)
CHINE 101 (or higher)	HINDI 101 (or higher)	POLSC 110
ECON 505	HIST 101	POLSC 344
ECON 507	HIST 102	POLSC 505
ECON 536	HIST 111	RUSSN 151 (or higher)
ECON 681	HIST 112	SOCIO 363
ECON 682	HIST 303	SOCIO 505
FREN 111 (or higher)	HIST 330	SPAN 161 (or higher)
GEOG 100	HIST 331	SWAH 101 (or higher)
GEOG 200	HIST 332	WOMST 380
GEOG 300	HIST 505	
GEOG 331	ITAL 131 (or higher)	
<input type="checkbox"/> <b>Human Diversity within the U.S.</b>		3
<b><u>Please choose from the following:</u></b>	ENGL 285	HIST 522-558
AMETH 160	FSHS 110	LEAD 350
ANTH 220	GEOG 310	MUSIC 171
COMM 120	GEOG 500	MUSIC 245
COMM 322	GEOG 510	PHILO 150
COMM 323	HIST 251	POLSC 355
COMM 470	HIST 252	SOCIO 211
COMM 480	HIST 511	WOMST 105
COMM 535	HIST 515	
COMM 545	HIST 519	
<input type="checkbox"/> <b>Natural and Physical Sciences with lab</b>		4
<b><u>Please choose from the following:</u></b>	CHM 110 and 111	GEOL 125 and 103
AGRON 220	CHM 210	HORT 201
AGRON 305	GEOG 221	KIN 220
ANTH 280 and 281	GEOL 100 and 103	PHYS 101 and 103
BIOCH 110 and 111	GEOL 102 and 103	PHYS 113
BIOL 198	GEOL 105 and 103	
<input type="checkbox"/> <b>OTHER non-business course (from K-State 8) or Historical Perspectives</b>		3
<b><u>Please choose from the following:</u></b>	ENGL 234	Any HIST
AMETH 160	ENGL 260	MUSIC 170
ANTH 260	ENGL 270	MUSIC 171
ARCH 290	ENGL 297	MUSIC 245
ART 195	ENGL 350	PHILO 145
ART 196	GEOG 331	POLSC 321
ENGL 230	GEOG 332	POLSC 115
ENGL 231	GEOG 620	THTRE 270
ENGL 233	GEOG 640	

**Thematic Sequence (9 credit hours)**

This requirement can be met in several ways:

1. Completion of a pre-approved thematic 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.
5. Completion of 9 hours of level 4 and higher courses in a single foreign language (English Language Program courses cannot be used to fulfill the thematic sequence requirement).

\* See Appendix I for pre-approved thematic sequence details.

<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/current-students/curriculum/index.html>

*Note: A 2.5 GPA must be earned in all Business Core courses in order to graduate.*

<u>Course Number</u>	<u>Course Title</u>	<u>Prerequisites</u>	<u>Credit hours</u>
<input type="checkbox"/> GENBA 110	Business Foundations	Pr.: None	3
<input type="checkbox"/> GENBA 166	IT Skills Proficiency Exam	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

**Mathematics Requirements:**

I) Students are eligible to take **MATH 100 - College Algebra** if they meet one of the following prerequisites:

- 1) MATH 010 Intermediate Algebra with grade of B or better
- 2) Two years of high school algebra and a College Algebra PROB of C of 60 or more on the ACT assessment
- 3) Score of at least 21 on the mathematics placement test

*Note: Students who don't meet these prerequisites are encouraged to take **MATH 010 - Intermediate Algebra** before taking College Algebra. Credit received for Intermediate Algebra does not apply toward the hours required for graduation.*

II) Students are eligible to take **MATH 205 - General Calculus and Linear Algebra** if they meet one of the following prerequisites:

- 1) MATH 100 College Algebra with grade of C or better
- 2) *Two units of high school algebra and one unit of high school trigonometry*
- 3) Score of at least 40 on the mathematics placement test

Or students are eligible to take **MATH 220 - Analytic Geometry and Calculus I** if they meet one of the following prerequisites:

- 1) *MATH 100 College Algebra with grade of B or better and MATH 150 Plane Trigonometry with grade of C or better*
- 2) *Three years of college prep math (including trigonometry) and a Calculus I Prob. of C of 55 or more on the ACT assessment*
- 3) *Score of at least 26 on the mathematics placement test*

*Note: Students who test directly into MATH 205 or MATH 220 and complete the course will have the MATH 100 requirement waived, if they have not already taken MATH 100. Three credit hours will be added to the unrestricted electives requirement of the student's major degree track program in order to meet graduation requirements (126 credit hours).*

## Major Field Requirements for a Marketing Major – 42 credit hours

<b>Major Field Requirements (15 credit hours)</b>				
<input type="checkbox"/>	MKTG 450	Consumer Behavior (F,S)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 542	Fund. of Prof. Selling (F,S)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 544	International Mktg. (F,S)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 642	Mktg. Research (F,S)	Pr.: GENBA 166, MKTG 450, STAT 351	3
<input type="checkbox"/>	MKTG 690	Mktg. Management (F,S)	Pr.: MKTG 642 (MKTG 642 and MKTG 690 may be taken concurrently). (Marketing majors only)	3
<b>Major Field Electives (9 credit hours)</b> (Select three courses)				
<input type="checkbox"/>	MKTG 496	Special Topics in Marketing (D)		3
<input type="checkbox"/>	MKTG 497	Topics in Financial Services Marketing (D)		3
<input type="checkbox"/>	MKTG 541	Retailing (F or S)	Pr.: MKTG 450	3
<input type="checkbox"/>	MKTG 543	Integrated Mktg Comm. (F or S)	Pr.: MKTG 450	3
<input type="checkbox"/>	MKTG 545	Mktg Channels (F or S)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 546	Services Mktg (F or S)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 547	International Bus. (D)	Pr.: MANGT 420, MKTG 400	3
<input type="checkbox"/>	MKTG 550	Bus. Mktg (D)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 560	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	3
<input type="checkbox"/>	MKTG 630	Sports Marketing (D)	Pr.: MKTG 400	3
<input type="checkbox"/>	MKTG 635	Digital Mktg. (F or S)	Pr.: MKTG 400	3
<b>Economics Electives (6 credit hours)</b> see <a href="http://cba.k-state.edu/current-students/curriculum/index.html">http://cba.k-state.edu/current-students/curriculum/index.html</a> for list.				
<input type="checkbox"/>	1.			3
<input type="checkbox"/>	2.			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>				
<b>Unrestricted Electives (12 credit hours)</b>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<input type="checkbox"/>				
<i>Note: An unrestricted elective may be any course numbered 100 or above offered for credit by a University department.</i>				
(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.				
(F or S) = Course typically offered either in Fall or Spring semester				
(D) = Course typically offered on Sufficient Demand only				

### Sample Semester Sequence for MARKETING

Semester 1		
MATH 100	College Algebra	3
ECON 110	Macroeconomics	3
GENBA 110	Business Foundations	3
GENBA 166	IT Skills Proficiency Exam	0
ENGL 100	Expository Writing I	3
K-STATE 8	Aesthetic Experience and Interpretive Understanding course*	3
		15
Semester 3		
STAT 350	Business and Economic Statistics I	3
ACCTG 231	Accounting for Business Operations	3
MANGT 420	Management Concepts	3
COMM 105	Public Speaking IA	2
K-STATE 8	Natural and Physical Sciences w/ lab course*	4
		15
Semester 5		
FINAN 450	Principles of Finance	3
MKTG 542	Fundamentals of Professional Selling	3
MKTG 544	International Marketing	3
K-STATE 8	Historical Perspectives or K-State 8 elective*	3
ELECTIVE	Unrestricted elective**	3
		15
Semester 7		
MANGT 596	Business Ethics and Corporate Citizenship Capstone	3
MKTG 642	Marketing Research	3
MKTG	Marketing Major Field elective	3
MKTG	Marketing Major Field elective	3
THEM SEQ	Thematic Sequence course	3
ELECTIVE	Unrestricted elective**	3
		18

Semester 2		
MATH 205	General Calculus and Linear Algebra	3
ECON 120	Microeconomics	3
MANGT 366	Information Technology for Business	3
MKTG 400	Introduction to Marketing	3
K-STATE 8	Global Issues and Perspectives course*	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
ENGL 200	Expository Writing II	3
K-STATE 8	Human Diversity within the U.S. course*	3
		15
Semester 6		
MANGT 421	Introduction to Operations Management	3
MKTG	Marketing Major Field elective	3
ECON 500+	Economics elective	3
ENGL 417	Written Communication for the Workplace	3
THEM SEQ	Thematic Sequence course	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 course	3
ELECTIVE	Unrestricted elective**	3
		15

\*Must be taken outside the College of Business Administration. See page 13 & 14 for suggested courses.

\*\*Any course offered by the university 100-level or above.

<b>Total credit hours</b>	<b>126</b>
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# Long Range Planning Sheet

Date \_\_\_\_\_

Major \_\_\_\_\_

Name \_\_\_\_\_

Advisor \_\_\_\_\_

Semester	Semester	Summer

Semester	Semester	Summer

Semester	Semester	Summer

Semester	Semester	Summer

## 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
- Use the curriculum worksheets and other resources on the CBA website as a guide for prerequisite information and suggested classes each semester
- 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