

# K-STATE BUSINESS

## CURRICULUM CHECKLIST

### MARKETING – BACHELOR OF SCIENCE

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	3
COMM 105	Public Speaking 1A	2
ENGL 417	Written Comm. for the Workplace	3
<b>Quantitative Core Courses:</b>		<b>18 hrs</b>
MATH 100	College Algebra	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>		<b>30 hrs</b>
GENBA 105	Business Orientation	0
GENBA 110	Business Foundations	3
GENBA 166	Business Information Technology Skills Proficiency	0
GENBA 205	Career Accelerator	0
ACCTG 231	Accounting for Business Operations <i>(pre-req: Math 100 &amp; GENBA 110 or Sophomore Standing)</i>	3
ACCTG 241	Accounting for Investing and Financing <i>(pre-req: ACCTG 231)</i>	3
FINAN 450	Principles of Finance <i>(pre-req: ACCTG 231; co-req: ECON 110 or 120 &amp; STAT 350)</i>	3
MKTG 400	Introduction to Marketing <i>(pre-req: ECON 110 or 120)</i>	3
MANGT 366	Information Technology for Business <i>(pre-req: GENBA 166)</i>	3
MANGT 420	Principles of Management	3
MANGT 421	Introduction to Operations and Supply Chain Management <i>(pre-req: Sophomore Standing)</i>	3
MANGT 595	Business Strategy <i>(pre-req: CBA Majors ONLY, 75 credit hours completed, FINAN 450, MANGT 420, MKTG 400)</i>	3
MANGT 596	Business Ethics Corporate Citizenship <i>(pre-req: CBA Majors ONLY, 75 credit hours completed MANGT 420, MKTG 400; co-req: FINAN 450)</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>(pre-req: MKTG 400)</i>	3
MKTG 542	Fundamentals of Professional Selling <i>(pre-req: MKTG 400 or concurrent)</i>	3
MKTG 544	International Marketing <i>(pre-req: MKTG 400)</i>	3
MKTG 690	Marketing Management <i>(pre-req: MKTG 400, MKTG 542, CBA Majors Only)</i>	3
<b>Major Field Electives:</b>		<b>15 hrs</b>
MKTG 490	Undergrad Research Experience <i>(pre-req: Instructor Consent)</i>	3
MKTG 496	Special Topics in Marketing	3
MKTG 498	Independent Study in Marketing <i>(pre-req: Department Head Consent)</i>	3
MKTG 541	Retailing <i>(pre-req: MKTG 400, MKTG 450)</i>	3
MKTG 543	Integrated Marketing Communications <i>(pre-req: MKTG 400, MKTG 450)</i>	3
MKTG 545	Marketing Channels <i>(pre-req: MKTG 400)</i>	3
MKTG 546	Services Marketing <i>(pre-req: MKTG 400)</i>	3
MKTG 547	International Business <i>(pre-req: MKTG 400, MANGT 420)</i>	3
MKTG 550	Business Marketing <i>(pre-req: MKTG 400)</i>	3
MKTG 580	Marketing Analytics Fundamentals <i>(pre-req: STAT 350 or equivalent)</i>	3
MKTG 581	Applications of Marketing Analytics <i>(pre-req: STAT 350 or equivalent)</i>	3
MKTG 630	Sports Marketing <i>(pre-req: MKTG 400)</i>	3
MKTG 635	Digital Marketing <i>(pre-req: MKTG 400)</i>	3
MKTG 642	Marketing Research <i>(pre-req: 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>

For information on transfer credit and equivalency, visit:  
[k-state.edu/prior-learning](http://k-state.edu/prior-learning)

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Student Success Center  
1001 Business Building  
@KStateBusiness

# K-STATE BUSINESS

## CURRICULUM CHECKLIST

### 120 TOTAL CREDIT HOURS

SEMESTER 1		
MATH 100	College Algebra	3
GENBA 110	Business Foundations	3
GENBA 105	Business Orientation	0
ENGL 100	Expository Writing 1	3
K-STATE 8	Global Issues & Perspectives	3
K-STATE 8	Aesth. Exp. & Interpretive Understanding	3
		15

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

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

SEMESTER 4		
ACCTG 231	Accounting for Business Operations	3
STAT 351	Business Economics Statistics II	3
MKTG 542	Fundamentals of Professional Selling	3
MKTG ELEC	Marketing Elective	3
K-STATE 8	Historical Perspectives	3
		15

SEMESTER 5		
ACCTG 241	Accounting for Investing & Financing	3
MANGT 366	Information Technology for Business	3
MKTG 450	Consumer Behavior	3
MKTG ELEC	Marketing Elective	3
ELECTIVE	Unrestricted Elective	3
		15

SEMESTER 6		
FINAN 450	Principles of Finance	3
MANGT 421	Intro to Operations & Supply Chain Mangt	3
MKTG 544	International Marketing	3
MKTG ELEC	Marketing Elective	3
ELECTIVE	Unrestricted Elective	3
		15

SEMESTER 7		
MANGT 595	Business Strategy	3
MKTG 690	Marketing Management	3
MKTG ELEC	Marketing Elective	3
ECON 510+	Economics Elective	3
ELECTIVE	Unrestricted Elective	3
		15

SEMESTER 8		
MANGT 596	Business Ethics & Corporate Citizenship	3
MKTG ELEC	Marketing Elective	3
ENGL 417	Written Communication for the Workplace	3
ELECTIVE	Unrestricted Elective	3
ELECTIVE	Unrestricted Elective	3
		15

#### Requirements for 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
- 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