

K-STATE BUSINESS

CURRICULUM CHECKLIST

MARKETING – BACHELOR OF SCIENCE

STUDENT NAME: _____

WID: _____

General Education / Program Requirements			
English & Communication General Education Courses:			
B1	ENGL 100	Expository Writing 1	3
B1	ENGL 200	Expository Writing 2	3
B2	COMM 106	Public Speaking	3
Non-Business Quantitative Program Requisite Courses:			
	MATH 100	College Algebra	3
B3	MATH 205	General Calculus and Linear Algebra	3
	STAT 250	Business Economics Statistics I	3
B5	ECON 110	Principles of Macroeconomics	3
	ECON 120	Principles of Microeconomics	3
General Education Courses:			
B4	Natural and Physical Science (with Lab)		4
B5	Social & Behavioral		3
B6	Arts & Humanities		3
B6	Arts & Humanities		3
Program Requirements:			
	GENBA 105	Business Orientation	1
	GENBA 205	Career Accelerator	1
	ENTRP 340	Business Innovation and the Entrepreneurial Mindset	3
B7	ACCTG 231	Managerial Accounting <i>(pre-req or co-req: Math 100)</i>	3
B7	ACCTG 241	Financial Accounting <i>(pre-req: ACCTG 231)</i>	3
	FINAN 450	Principles of Finance <i>(pre-req: ACCTG 231; co-req: ECON 110 or 120 & STAT 250)</i>	3
	MKTG 250	Introduction to Marketing	3
	MANGT 220	Principles of Management	3
	MANGT 366	Introduction to Business Analytics and Information Systems	3
	MANGT 421	Introduction to Operations and Supply Chain Management	3
	MANGT 595	Strategic Management <i>(pre-req: CBA Majors ONLY, 75 credit hours completed, FINAN 450, MANGT 220, MKTG 250)</i>	3
	MANGT 596	Business Ethics Corporate Citizenship <i>(pre-req: CBA Majors ONLY, 75 credit hours completed MANGT 220, MKTG 250; co-req: FINAN 450)</i>	3

Marketing Major Courses:			
Major Field Requirements:			
	MKTG 450	Consumer Behavior	3
	SALES 300	Fund. of Prof. Selling	3
	MKTG 300	Intro to Digital Marketing	3
	MKTG 480	Mktg Analytics Fund Or	3
	STAT 351	Bus/Econ Statistics II	
	MKTG 690	Marketing Strategy	3
Major Field Elective (15 hrs)			
	MKTG 302	Brand Marketing	3
	MKTG 305	Socially Responsible Marketing	3
	MKTG 306	Business to Business Marketing	3
	MKTG 311	Services Marketing	3
	MKTG 325	International Marketing	3
	MKTG 326	International Business	3
	MKTG 440	Entertainment Marketing	3
	MKTG 490	Undergrad Research Exp	3
	MKTG 495	Marketing Internship	3
	MKTG 496	Special Topics in Mktg	3
	MKTG 498	Independent Study in Mktg	3
	MKTG 540	Digital Content Strat/Develop	3
	MKTG 551	Data Narratives & Visualization	3
	MKTG 630	Sports Marketing	3
	MKTG 650	Digital Mktg Analysis & Strategy	3
	MKTG 653	Applications of Mktg Analytics	3
	MKTG 654	Marketing Research	3
Economics Elective: Choose one (3 hrs)			
	ECON	Econ 510 or 520 or 523 or 524 or 540	3
Restricted Elective: Choose one (3 hrs)			
	ACCTG 445	Financial Statement Analysis	3
	ENGL 417	Written Communication for Work	3
	GENBA 145	Business & Society	3
	FINAN 451	Intro Integrated Inv Mangt	3
	MANGT 230	Business Law I	3
Unrestricted Electives: 6-15 hrs			
(any course offered by the University 100 level or above)			

For information on prior learning and transfer credit equivalency, see the K-State Admissions website for details.

Graduation Checklist

- ___ Minimum 120 credits hours
- ___ 60 of 120 hrs @ 4-year University
- ___ 30 of 120 hrs @ K-State
- ___ 15 of last 30 hrs @ K-State
- ___ Under 100-level courses do not apply
- ___ Deduct repeat courses in current semester

For class descriptions and prerequisites, visit: catalog.k-state.edu

Approved curriculum for Fall 2025. Requirements and course options are subject to change. Please check the College of Business website for the most up-to-date information on the program requirements.

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K-STATE BUSINESS

CURRICULUM CHECKLIST

120 TOTAL CREDIT HOURS

SEMESTER 1		
MKTG 250	Introduction to Marketing	3
MATH 100	College Algebra	3
ENGL 100	Expository Writing 1	3
Gen. Ed.	Arts & Humanities	3
GENBA 105	Business Orientation	1
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SEMESTER 2		
ENTRP 340	Business Innovation & the Entrepreneurial Mindset	3
MANGT 220	Principles of Management	3
ECON 110	Principles of Macroeconomics	3
ENGL 200	Expository Writing 2	3
Gen. Ed.	Natural & Physical Science (with Lab)	4
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SEMESTER 3		
MKTG 300	Intro to Digital Marketing	3
ECON 120	Principles of Microeconomics	3
COMM 106	Public Speaking	3
STAT 250	Business Economics Statistics I	3
Gen. Ed.	Arts & Humanities	3
GENBA 205	Career Accelerator	1
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SEMESTER 4		
SALES 300	Fund. of Prof. Selling	3
ACCTG 231	Managerial Accounting	3
MKTG	Marketing Elective	3
MANGT 366	Introduction to Business Analytics and Information Systems	3
Gen. Ed.	Social & Behavioral	3
		15

SEMESTER 5		
MKTG 450	Consumer Behavior	3
MKTG	Marketing Elective	3
ACCTG 241	Financial Accounting	3
MATH 205	General Calculus & Linear Algebra	3
R. ELECTIVE	Restricted Elective	3
		15

SEMESTER 6		
MKTG	Marketing Analytics Elective	3
MKTG	Marketing Elective	3
MANGT 421	Introduction to Operations & Supply Chain Management	3
FINAN 450	Principles of Finance	3
U. ELECTIVE	Unrestricted Elective	3
		15

SEMESTER 7		
MKTG 690	Marketing Strategy	3
MKTG	Marketing Elective	3
MANGT 595	Strategic Management	3
U. ELECTIVE	Unrestricted Elective	3
U. ELECTIVE	Unrestricted Elective	3
		15

SEMESTER 8		
MKTG	Marketing Elective	3
ECON	Economics Elective	3
MANGT 596	Business Ethics & Corporate Citizenship	3
U. ELECTIVE	Unrestricted Elective	3
U. ELECTIVE	Unrestricted Elective	3
		15