

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 |
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| B6 | Arts & Humanities | | 3 |
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| 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 <i>(any course offered by the University 100 level or above)</i> | | | |
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For information on prior learning and transfer credit equivalency, see the K-State Admissions website for details.

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.

CONTACT US:

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(785) 532-6180

Student Success Center
1001 Business Building
@KStateBusiness

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

K-STATE BUSINESS

CURRICULUM CHECKLIST

120 TOTAL CREDIT HOURS

| SEMESTER 1 | | |
|------------------|---------------------------------------|----|
| MKTG 250 | Introduction to Marketing | 3 |
| MATH 100 | College Algebra | 3 |
| MANGT 220 | Principles of Management | 3 |
| ENGL 100 | Expository Writing 1 | 3 |
| Gen. Ed. | Natural & Physical Science (with Lab) | 4 |
| GENBA 105 | Business Orientation | 1 |
| | | 17 |

| SEMESTER 2 | | |
|------------------|---------------------------------------------------|----|
| ENTRP 340 | Business Innovation & the Entrepreneurial Mindset | 3 |
| MATH 205 | General Calculus & Linear Algebra | 3 |
| ECON 110 | Principles of Macroeconomics | 3 |
| COMM 106 | Public Speaking | 3 |
| Gen. Ed. | Arts & Humanities | 3 |
| | | 15 |

| SEMESTER 3 | | |
|------------------|---------------------------------|----|
| MKTG 300 | Intro to Digital Marketing | 3 |
| ECON 120 | Principles of Microeconomics | 3 |
| ENGL 200 | Expository Writing 2 | 3 |
| STAT 250 | Business Economics Statistics I | 3 |
| Gen. Ed. | Arts & Humanities | 3 |
| GENBA 205 | Career Accelerator | 1 |
| | | 16 |

| 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 |
| U. ELECTIVE | Unrestricted Elective | 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 |
| | | 12 |