

K-STATE BUSINESS

CURRICULUM CHECKLIST

MARKETING – BACHELOR OF SCIENCE

STUDENT NAME: _____

WID: _____

BAPP Requirements:		45 hrs
Communication Core Courses:		11 hrs
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
Quantitative Core Courses:		18 hrs
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
K-State 8 Non-Business Courses:		16 hrs
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
Business Core Requirements:		30 hrs
GENBA 105	Business Orientation	0
GENBA 205	Career Accelerator	0
ENTRP 340	Business Innovation and the Entrepreneurial Mindset	3
ACCTG 231	Accounting for Business Operations <i>(pre-req or co-req: Math 100)</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 & STAT 350)</i>	3
MKTG 400	Introduction to Marketing	3
MANGT 366	Introduction to Business Analytics and Information Systems	3
MANGT 420	Principles of Management	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 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

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

Approved curriculum for Fall 2022. 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.

For information on transfer credit and equivalency, visit: k-state.edu/prior-learning

Marketing Major Courses:		45 hrs
Major Field Requirements:		12 hrs
MKTG 450	Consumer Behavior	3
SALES 542	Fundamentals of Professional Selling	3
MKTG 544	International Marketing	3
MKTG 690	Marketing Strategy	3
Major Field Electives:		15 hrs
MKTG 430	Brand Marketing	3
MKTG 490	Undergrad Research Experience	3
MKTG 496	Special Topics in Marketing	3
MKTG 498	Independent Study in Marketing	3
MKTG 541	Retailing	3
MKTG 543	Digital Content Strategy and Development	3
MKTG 545	Marketing Channels	3
MKTG 546	Services Marketing	3
MKTG 547	International Business	3
MKTG 550	Business-to-Business Marketing	3
MKTG 560	Data Narratives and Visualization	3
MKTG 580	Marketing Analytics Fundamentals	3
MKTG 581	Applications of Marketing Analytics	3
MKTG 625	Entertainment Marketing	3
MKTG 630	Sports Marketing	3
MKTG 635	Digital Marketing Applications	3
MKTG 642	Marketing Research	3
Economics Electives:		3 hrs
ECON 510+		3
Unrestricted Electives: <i>(any course offered by the University 100 level or above)</i>		15 hrs

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

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K-STATE BUSINESS

CURRICULUM CHECKLIST

120 TOTAL CREDIT HOURS

SEMESTER 1		
MATH 100	College Algebra	3
ENGL 100	Expository Writing 1	3
ENTRP 340	Business Innovation & the Entrepreneurial Mindset	3
K-STATE 8	Global Issues & Perspectives	3
K-STATE 8	Aesthetic Experience & Interpretive Understanding	3
GENBA 105	Business Orientation	0
		15

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

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

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

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

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

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

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