

KU School of Business
Marketing Major Program Guide
BSB-MKTG



KU CORE (See complete list of courses at kucore.ku.edu)

Bold is required, *Italics* is strongly suggested

- | | |
|---|---|
| <input type="checkbox"/> GE 11: Critical Thinking (BLAW 301) | <input type="checkbox"/> GE 3S: Social Science (PSYC 104) |
| <input type="checkbox"/> GE 12: Quantitative Literacy (MATH 115) | <input type="checkbox"/> GE 3N: Natural Science with Lab |
| <input type="checkbox"/> GE 21: Written Communication I (<i>ENGL 101</i>) | <input type="checkbox"/> AE 41: Diversity of Human Experience |
| <input type="checkbox"/> GE 21: Written Communication II (BUS 305) | <input type="checkbox"/> AE 42: Global Perspectives |
| <input type="checkbox"/> GE 22: Oral Communication (COMS 322) | <input type="checkbox"/> AE 51/52: Social Responsibility and Ethics |
| <input type="checkbox"/> GE 3H: Arts and Humanity | <input type="checkbox"/> AE 6: Integration and Creativity (MGMT 498) |

Foundation

- ACCT 200
- ACCT 201
- DSCI 202
- IST 202
- ECON 142
- ECON 144

Business Core Courses

- BE 301
- BLAW 301
- BUS 305
- DSCI 302
- FIN 310
- IST 310
- MGMT 310
- MKTG 310
- SCM 310

MKTG Major Courses

- MKTG 411: Introduction Consumer Behavior
- MKTG 415: Marketing Research for Managers
- MKTG 435: Marketing Strategy
- MKTG 400+
- MKTG 400+
- MKTG 400+
- MKTG 400+

International Dimension Requirement (IDR)

- Option One: Foreign Language Proficiency
 - Option Two: International Studies (6HRS)
 - A: Study Abroad **OR**
 - B: Contemporary regional/international studies/
international business
- Approved courses at business.ku.edu

Freshman Admission

- Eligibility required
Requirements at business.ku.edu
- BUS 110
 - BUS 120
 - BUS 210

Capstone

- MGMT 498 (AE 6)

ADDITIONAL GRADUATION REQUIREMENTS

Hours Required		Grade Point Averages	
Total:	120	Overall GPA (min. 2.2)	_____
Residency:	30	KU Overall GPA (min. 2.2)	_____
Junior/Senior: (300+)	45	Professional GPA (min. 2.2)	_____
		KU Professional GPA (min. 2.2)	_____
		MKTG Major GPA (min. 2.5)	_____

KU School of Business Marketing Major Sample Schedule

All students should meet with an undergraduate Business advisor to determine a schedule plan specific to them

Year 1			
Fall		Spring	
GE 21: Written Communication (ENGL 101)	3	GE 21: Written Communication II (BUS 305)	3
MATH 101 (GE 12)	3	GE 3H: Arts and Humanities	3
GE 3N: Natural Science with Lab	5	MATH 115	3
GE 3S: Social Science (PSYC 104)	3	ACCT 200	4
BUS 110*	1	BUS 120*	1
Total Hours		Total Hours	
15		14	

Year 2			
Fall		Spring	
IST 202	3	ECON 144	3
ACCT 201	3	DSCI 202	3
ECON 142	3	AE 42: Global Perspectives	3
AE 41: Diversity of Human Experience	3	MKTG 310	3
COMS 322 (GE 22)	3	IST 310	3
BUS 210*	1		
Total Hours		Total Hours	
16		15	

BCORE 310

Year 3			
Fall		Spring	
AE 51: Social Responsibility and Ethics	3	MGMT 310	3
BLAW 301 (GE 11)	3	DSCI 302	3
SCM 310	3	IDR course**	3
MKTG 411	3	MKTG 435	3
MKTG 415	3	MKTG 320+	3
Total Hours		Total Hours	
15		15	

Year 4			
Fall		Spring	
BE 301	3	MGMT 498 (AE 6)	3
FIN 310	3	MKTG 320+	3
MKTG 320+	3	IDR course**	3
MKTG 320+	3	Pure elective	3
pure elective	3	Pure elective	3
Total Hours		Total Hours	
15		15	

Total hours for degree 120

* required course for Freshman Admission

**IDR courses are one option for fulfilling IDR requirement, students should discuss with an advisor the IDR options

International Dimension Requirement (IDR):

Foreign language proficiency OR International studies (either 6 hrs. study abroad OR 6hrs. int'l business/int'l studies)

Updated: May 2019