



EASTERN KENTUCKY UNIVERSITY

College of Business & Technology

SUGGESTED CURRICULUM GUIDE FOR MARKETING (B.B.A. Degree)

Marketing Option – Fall 2009

Freshman (1st Semester) 16 hrs

BTO 100* Orientation
 MAT 107 College Algebra (or MAT 211 Calculus)
 PSY 200 or SOC 131 Intro PSY or Intro SOC
 Block I-A* ENG 101
 Block VI Wellness
 CIS 212 or CSC 104 Intro to CIS or Computer Literacy

Sophomore (1st Semester) 15 hrs

ECO 230 Principles of Economics I
 ACC 202 Introduction to Managerial Accounting
 QMB 200 Business Statistics
 Block IV-A or B Biological or Physical Lab Science
 Block III-A Arts

Junior (1st Semester) 18 hrs

CCT 300W Managerial Reports
 CIS 300 Management Information Systems
 MGT 300 Principles of Management
 MKT 300 Principles of Marketing
 MGT 340 Management Science
 Free Elective
 BTS 300 Business & Technology Seminar (0 credit)*

Senior (1st Semester) 18 hrs

MKT Elective
 MKT Elective
 MKT 455 Marketing Research and Analysis
 MGT 370 Operations Management
 Block VIII Depth of Knowledge
 Free Elective (Non-Business)

Freshman (2nd Semester) 15 hrs

Block I-B* ENG 102
 Block IV-A or B Biological or Physical Lab Science
 Block III-B Humanities
 Block I-C CMS 100 or 210
 ACC 201 Introduction to Financial Accounting

Sophomore (2nd Semester) 16 hrs

ECO 231 Principles of Economics II
 GBU 204 Legal and Ethical Environments of Business
 Block VII Breadth of Knowledge
 Block V Social/Behavioral Sciences
 Free Elective (Non-Business for 4 hrs)

Junior (2nd Semester) 15 hrs

MKT 350 Consumer Behavior in Marketing
 FIN 300 Business Finance I
 MKT Elective
 MKT 400 International Marketing
 Block VIII Depth of Knowledge

Senior (2nd Semester) 15 hrs

GBU 480* Business Strategy
 MKT Elective
 MKT Elective
 Approved Business Elective
 Free Elective (Non-Business)
 BTS 400 Business & Technology Seminar (0 credit)*

*Course must be taken in semester indicated.

BACHELOR OF BUSINESS ADMINISTRATION - Dept of Management, Marketing, and Admin Comm

Marketing, Marketing Option

University Requirements	1 hr
BTO 100	
General Education Requirements.....	36 hrs
Standard General Education program, excluding general education course blocks II, VB, VC, and VII(QS). Refer to Section Four of the <i>Undergraduate Catalog</i> for details on the General Education and University requirements.	
College Requirement: Professional Skills Seminar	
BTS 300 (CR) and BTS 400 (CR).	
Supporting Course Requirements	15 hrs
MAT 211 or 107; and PSY 200 or 200W or SOC 131, ECO 230, 231; CIS 212 or CSC 104.	
Free Electives (Non-Business).....	13 hrs
Pre-Business Core	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300W, CIS 300, FIN 300, MGT 300, MGT 370, MKT 300, GBU 480	
Major Requirements.....	27 hrs
MKT 350, 400, 455, MGT 340, and 15 hrs of approved marketing electives above the core.	
Approved Business Electives	3 hrs
Total Curriculum Requirements.....	128 hrs