



# EASTERN KENTUCKY UNIVERSITY

## College of Business & Technology

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

#### Marketing Option – Fall 2008

#### Freshman (1<sup>st</sup> Semester) 16 hrs

BTO 100\* Orientation  
 Block I-A\* ENG 101  
 Block VII Breadth of Knowledge  
 Block VI Wellness  
 MAT 107 College Algebra (or MAT 211 Calculus)  
 SOC 131 Introduction Sociology

#### Sophomore (1<sup>st</sup> 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 (1<sup>st</sup> Semester) 18 hrs

CCT 300 Managerial Reports  
 CIS 300 Management Information Systems  
 MGT 300 Principles of Management  
 MKT 300 Principles of Marketing  
 MGT 340 Management Science  
 Free Elective

#### Senior (1<sup>st</sup> 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 (2<sup>nd</sup> 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 (2<sup>nd</sup> 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 (2<sup>nd</sup> 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  
 BTS 300 Business & Technology Seminar (0 credit)\*\*

#### Senior (2<sup>nd</sup> 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.

\*\* Spring Only

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

#### Marketing, Marketing Option

University Requirements .....	1 hr
BTO 100	
General Education Requirements.....	39 hrs
Standard General Education program, excluding general education course blocks II, VB, and VC. 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 .....	12 hrs
MAT 211 or 107; and SOC 131, ECO 230, 231	
Free Electives (Non-Business).....	13 hrs
Pre-Business Core .....	12 hrs
ACC 201, 202, GBU 204, QMB 200	
Business Core.....	21 hrs
CCT 300, 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