



# BACHELOR OF SCIENCE IN MARKETING STRATEGIC

*KCTCS transfer plan*

## ***KCTCS AS General Education***

<b>Course</b>	<b>Course Title</b>	<b>Semester Hours</b>
<b>ENG101</b>	Intro to College Writing I	3
<b>ENG102</b>	Writing in the Disciplines II	3
<b>COM181</b>	Public Speaking	3
<b>Heritage</b>	Choose <u>one</u> course from this category	3
<b>Humanities</b>	Choose <u>one</u> course from this category	3
<b>ECO201</b>	Microeconomics	3
<b>Social and Behavioral Science</b>	Choose <u>one</u> course from this category other than ECO	3
<b>Natural Science w/Lab</b>	Choose <u>one</u> course from this category	4
<b>Natural Science</b>	Choose <u>one</u> course from this category	3
<b>MAT150</b>	College Algebra	3
<b>STA220</b>	Statistics	3
<b>Quantitative Reasoning or Natural Science</b>	Choose <u>two</u> courses from any of these categories	6
	<b>TOTAL</b>	<b>40</b>

## ***Additional KCTCS Classes Required for this Major***

<b>BAS110</b>	Worksheets in Business Applications	3
<b>BAS260</b>	Professional Development and Protocol	2
<b>BAS267</b>	Introduction to Business Law	3
<b>BAS270</b>	Business Employability Seminar	1
<b>BAS282</b>	Principles of Marketing	3
<b>BAS283</b>	Principles of Management	3
<b>ACC201</b>	Financial Accounting	3
<b>ACC202</b>	Managerial Accounting	3
	<b>TOTAL</b>	<b>21</b>

**WKU Classes Required for this Major**

<b>BA 220</b>	Special Topics in Business Administration	1
<b>MKT 399</b>	Career Readiness in Marketing	1
<b>MKT 499</b>	Senior Assessment in Marketing	1
<b>BDAN 250</b>	Introduction to Analytics	3
<b>FIN 330</b>	Principles of Finance	3
<b>MGT 498 OR ENT 496</b>	MGT 498 Strategy and Policy or ENT 496 Small Business Analysis and Strategy	3
<b>FIN 161</b>	Personal Finance	3
<b>ECON 306</b>	Statistical Analysis	3
<b>MKT 321</b>	Consumer Behavior	3
<b>MKT 325</b>	Personal Selling	3
<b>MKT 421</b>	Marketing Research	3
<b>MKT 422</b>	Marketing Management	3
<b>MKT 423</b>	Supply Chain Management	3
<b>Data Analysis</b>	BDAN 330 Structured Data Analysis <b>OR</b> MKT 420 Senior Seminar-Marketing <b>OR</b> MKT 328 Digital Marketing	3
<b>Creative Execution</b>	MKT 322 Integrated Marketing Communications <b>OR</b> MKT 331 Social Media Marketing <b>OR</b> AD 210 Software Studio	3
<b>Negotiation</b>	MGT 405 Business Negotiation <b>OR</b> MKT 425 Advanced Personal Selling Strategies	3
<b>Strategic Concentration Classes</b>		
<b>Pick One</b>	MKT 322 Integrated Marketing Communications <b>OR</b> MKT 328 Digital Marketing <b>OR</b> MKT 331 Social Media Marketing	3
<b>Pick One</b>	MKT 327 Retailing Management and Strategy <b>OR</b> MKT 329 Business-to-Business Marketing <b>OR</b> MKT 331 Social Media Marketing	3
<b>Upper-Level MKT Elective</b>	Please speak with your advisor to decide on your electives.	6
<b>Upper-Level Professional Elective</b>	Please speak with your advisor to decide on your elective.	3
<b>TOTAL</b>		<b>57</b>

**Additional Electives to meet the 120 total hours for this Degree**

<b>Degree Electives</b>	Classes previously taken or free choice of student	2
<b>TOTAL PROGRAM HOURS</b>		<b>120</b>

**Program Notes**

To make an advising appointment:  
 WKU in Elizabethtown go to [wkuadvising.as.me](http://wkuadvising.as.me)

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WKU in Glasgow go to [wkug.as.me](http://wkug.as.me)  
WKU in Owensboro go to [wkuo.as.me](http://wkuo.as.me)

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Last updated 12/12/2022