

# Gordon Ford College of Business



The Gordon Ford College of Business traces its roots to the Bowling Green Business University, founded in 1884 as the Southern Normal School and Business College. In 1907, the Southern Normal School became Western Kentucky State Normal School, and the Bowling Green Business University began a long history of nationally noted programs. In June 1963, Western Kentucky University assumed the business programs of the Bowling Green Business University, and in 1964 the Bowling Green College of Commerce became a division of the University. The name was changed in 1972 to the Bowling Green College of Business and Public Affairs; and following department realignment in 1979, it became the Bowling Green College of Business Administration. To honor the generosity of Gordon B. Ford, the college was renamed the Gordon Ford College of Business in December of 1998, becoming the second named business school in Kentucky. All business programs offered by the College are accredited by AACSB International - - The Association to Advance Collegiate Schools of Business.

*Dr. Jeffrey T. Katz, Dean*

*Dr. Robert Reber, Associate Dean*

**Grise Hall**

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## **Mission**

The mission of the Gordon Ford College of Business is to be a leader in providing high-quality and applied business academic programs to enhance the economic well-being of the Commonwealth of Kentucky and beyond. We do so through dedicated student-focused teaching, relevant and high impact research, and value adding outreach activity.

Gordon Ford College of Business programs focus upon:

- functional interdependence and the global environment of business
- values conducive to personal and professional career development
- development of critical-thinking and problem solving skills and knowledge needed for ethical decision-making
- knowledge and application of information systems and current technology
- effective listening, speaking and writing
- lifelong learning and quality improvement

In fulfilling the college and university missions, a highly qualified faculty emphasizes effective teaching and active student learning. Faculty demonstrate competency through continuous intellectual activity in business, applied or instructional research with relevant professional service activities and involvement with business, industry and government organizations.

Baccalaureate programs are designed to build upon a firm liberal arts education with professional theory and applications necessary for creative and rational decision-making in the business world. The Gordon Ford College of Business offers undergraduate majors in Accounting, Business Economics, Computer Information Systems, Economics, Finance, Management, and Marketing. The Master of Business Administration provides professional education for individuals seeking successful careers and executive leadership positions.

## **Advising for Gordon Ford College of Business Students**

Gordon Ford College of Business students must receive advising until they gain admission to the college, earn 90 credit hours, and file an application for graduation. Advisors are available in the Undergraduate Advising Center (Grise Hall 453; 745-3290). The office provides academic advising and assistance with degree requirements. Advisors also provide information on study abroad, internship opportunities, and student/professional organizations.

## **Center for Entrepreneurship and Innovation Grise Hall 234**

Under the direction of Dr. R. Wilburn Clouse, the Mattie Newman Ford Professor of Entrepreneurship, the CEI serves to assist in the delivery of undergraduate and graduate courses in entrepreneurship, new venture management, and economic growth and development. Specifically, the CEI is dedicated to:

- Provide training and consulting services to aspiring entrepreneurs and small business owners.
- Engage faculty from various disciplines across campus to conduct interdisciplinary research in entrepreneurship.
- Facilitate outreach and networking activities by engaging domestic and international entrepreneurs to promote an entrepreneurial culture in the region.
- Provide internship and part-time work opportunities for entrepreneurial students at WKU.
- Link the entrepreneurial community of South Central Kentucky and the region with WKU.
- Provide on- and off-site training and mentoring services to small business owners and their employees.

The CEI also serves as a home for the award-winning Students in Free Enterprise (SIFE) and the Small Business Institute® student organizations.

### Gordon Ford College of Business Majors

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In order to be admitted to the Gordon Ford College, students must have:

1. earned a minimum of 60 hours;
2. completed ACCT 200 and 201, CIS 141, ECON 202, 203, and 206, MATH 116 or higher, and COMM 161 with a minimum grade point average of 2.5 in the courses listed above; and
3. a minimum overall GPA of 2.5. Students with lower than a 2.5 grade point average will be allowed to take only those upper-division courses in the Gordon Ford College of Business they are repeating above the 12 hours allowed prior to admission.

Undergraduate degree programs are not accepted by the college from students pursuing a second baccalaureate degree until the student has been formally admitted. Once a student has been admitted, he/she is encouraged to declare a major. Students receiving a baccalaureate degree in the Gordon Ford College of Business at Western Kentucky University must complete a minimum of one-half of the business curriculum in residence.

**Enrollment Policy for Upper-Division Courses** – In order to enroll in upper-division business courses, students must have a minimum of 60 earned hours and a 2.0 overall grade point average. Enrollment in upper-division business courses is limited to a maximum of 12 credit hours for students not admitted to one of the baccalaureate programs in the Gordon Ford College of Business. A complete set of regulations concerning enrollment in the Gordon Ford College is available in the Undergraduate Advising Center (Grise Hall 453).

**Accounting Majors** – Students interested in pursuing a major in Accounting must have a 2.5 GPA in ACCT 200 and 201, and must complete ACCT 200 and 201 with a grade of “C” or higher. Accounting students must also earn a grade of “C” or higher for any course serving as a prerequisite for any major required course.

**Economics Majors** – Economics majors pursuing a Bachelor of Arts degree are not required to take ACCT 200 and 201.

**Gordon Ford College of Business Minors** – A student who is not pursuing a major in the college may enroll in upper-division courses leading to a minor in the college provided the student has earned a minimum of 60 semester hours.

**Appeals and Requests for Exception** – Requests for exception to the enrollment and/or admission policies for the Gordon Ford College must be submitted in writing to the Gordon Ford College of Business Admissions and Appeals Committee.

**Registration** – Under most circumstances, students are approved to register for upper-division courses in the college without making application. Eligible students who experience problems with registration should contact the Undergraduate Advising Center (Grise Hall 453).

### Transfer Policies

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Students pursuing a major in the Gordon Ford College of Business must earn a minimum of one-half of the major in residence at Western Kentucky University.

Students wishing to transfer to Western Kentucky University need to follow general education guidelines as listed in the catalog. This strategy should minimize the risk of losing credits toward graduation. Courses that are offered only at the upper-division level at Western Kentucky University should not normally be taken at other schools. Students are advised to consult the Western Kentucky University department chair of their major program or the Undergraduate Advising Center (Grise Hall 453) regarding the transferability of any upper-division course. Students who plan to enroll or who are presently enrolled in junior or community colleges who envision transferring to WKU to complete a baccalaureate degree in the Gordon Ford College of Business should follow a program of general education and prerequisite courses similar to the catalog requirements for freshmen and sophomores on the WKU

campus. The Gordon Ford College is an active participant in the statewide transfer agreement for business programs for KCTCS students completing the A.A. or A.S. degrees. Students enrolled in the Kentucky Community and Technical College System (KCTCS) should contact their advisor for specific information on transferring courses to the Gordon Ford College of Business and Western Kentucky University.

Introductory courses in accounting (6 hours), economics (6 hours), statistics (3 hours) and an introductory computer course with microcomputer applications (3 hours) taken at accredited schools are readily transferable to Gordon Ford College of Business programs. Courses in linear mathematics (3 hours) and calculus (4 hours) are also generally transferable to Gordon Ford College of Business programs.

### **Minor in Business Administration**

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The business administration minor (reference number 332) provides a basic exposure to business for students whose majors are outside the Gordon Ford College of Business. It involves courses from each of the college departments and is administered through the Office of the Dean. Students with a minor in business administration receive a 3-hour waiver in upper-division coursework in the minor.

The minor requires 30 semester hours consisting of:

- ACCT 200
- ECON 202 or 203
- CIS 141
- MATH 116
- FIN 330
- MGT 210
- MKT 220
- 9 hours of upper-level business electives with at least two fields represented

Credits for ECON 202 or 203 may be applied to Category C of the General Education requirements and credits for MATH 116 may be applied to Category D.

If the student's major program requires a computer course and/or a course in statistics, the advisor for the business administration minor should be consulted for possible adjustments in the program requirements.

The business administration minor is not available to business majors, but it is among the minor programs which are available to the student who is majoring in economics (Bachelor of Arts).

### **Minor in International Business**

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The international business minor (reference number 333) prepares students to be effective citizens and leaders in a global environment of growing economic interdependence among nations. The program is open to all qualified undergraduates who want to pursue professional positions in both small and large multinational firms.

The minor requires 33 semester hours. The curriculum consists of:

- 12 hours in foreign language courses with at least nine hours credit represented by one language;
- 9 hours from the following, with no more than one course from each set (a selection of courses with a coherent regional focus is recommended):
  1. upper-level modern history;
  2. an upper-level government course listed under "International Relations" or "Comparative Government and Politics (courses in the Kentucky Legislative Internship Program are excluded);
  3. FREN 323 French Civilization and Culture; FREN 331 Business French; FREN 427 Francophone Culture; GERM 331 Business German; GERM 333 Germanic Civilization and Culture; GERM 433 Contemporary German; SPAN 331 Business Spanish; SPAN 372 Spanish American Civilization and Culture; SPAN 373 Spanish Civilization and Culture.
- 9 hours from the following Gordon Ford College of Business courses: ECON 380 International Economics; ECON 385 Economic Development; ECON 386 Economies in Transition; FIN 436 International Finance; MKT 324 International Marketing; MGT 303 International Management. (Two fields must be represented.)
- 3 hours of applied elective (study abroad or international internship). Strongly encouraged are courses offered through the Kentucky Institute for International Studies (KIIS) and the Cooperative Center for Study Abroad (through domestic or foreign firms approved for academic credit).

**Curricula**

The curricula in the Gordon Ford College of Business are rigorously structured and require students to satisfy prerequisites and major requirements in proper sequence. Basically, the freshman and sophomore years are used for courses in general education and for lower-division core or admission requirements. The junior year should be used to complete all remaining general education courses and the 300-level professional core courses. The senior year is used primarily to satisfy advanced course requirements in the major. Students pursuing the Bachelor of Science degree in accounting, business economics, computer information systems, finance, management, or marketing must follow this pattern. These majors are structured in such a way that no second major or minor is required. Business majors who are interested in completing a minor in the college should examine the departmental sections of the catalog for possible restrictions which may apply to them.

Students pursuing the Bachelor of Arts degree in economics have considerable flexibility in designing a degree program. These students are not required to satisfy the professional core. They should consult the department chair for prerequisites and sequencing requirements.

Curricula and courses of instruction are detailed in the departmental sections on the following pages. Students should carefully read the information provided by the departments before choosing a field of study. Any questions should be directed to the appropriate department chair. Although students may choose one program and later change to another one, such changes may extend the number of credit hours required for graduation.

The professional core provides a comprehensive business background as a basis in preparing students for imaginative and responsible leadership roles in business and society—domestic and world-wide. The core content responds to social, economic, and technological developments and reflects the application of evolving knowledge in economics and the behavioral and quantitative sciences. Completion of most of the core courses by the end of the junior year is essential as a foundation for advanced study during the senior year.

The professional core consists of 42 semester hours and is composed of the following courses:

- ACCT 200 and 201
- ECON 202, 203, and 206
- MGT 200, 210, 314 and 498 (or ENT 496)
- MGT 313, ECON 306, or ECON 307
- MKT 220
- FIN 330
- CIS 141 and 243

Most Bachelor of Science programs in the Gordon Ford College of Business are structured as shown below:

- General education courses-44 hours
  - Professional core (Includes 6 general education hours)-42 hours
  - Advanced major and elective courses-40 hours
- TOTAL 120 hours

Freshman and Sophomore Years College of Business Majors			
<b>Freshman Year Fall Semester</b>	<b>Hrs.</b>	<b>Freshman Year Spring Semester</b>	<b>Hrs.</b>
ENG 100 (A.I)	3	World Cultures Course (E)	3
CIS 141	3	Humanities Course (B)	3
MATH 116 (D.II)	3	HIST 119 or 120 (C)	3
Natural Science Course (D)	3	Phys. Develop. Course (F)	1
Phys. Develop. Course (F)	1	Social Science Course (C)	3
BA 175	3	COMM 161 (A.III)	3
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>
<b>Sophomore Year Fall Semester</b>	<b>Hrs.</b>	<b>Sophomore Year Spring Semester</b>	<b>Hrs.</b>
ACCT 200	3	ACCT 201	3
Humanities Course (B)	3	ECON 203	3
ECON 202 (C)	3	ECON 206	3
Literature Course (B-L)	3	MGT 210	3
MGT 200	3	MKT 220	3
CIS 243	3		
<b>Total Hours</b>	<b>18</b>	<b>Total Hours</b>	<b>15</b>
<i>(A-F) denotes General Education Category</i>			

## Department of Accounting

### Mission Statement

The mission of the Department of Accounting at Western Kentucky University is to be a leader in providing excellent accounting education and preparing students for successful and rewarding careers in accounting and business.

The mission is supported by:

- effective teaching.
- applied, pedagogical, and discipline-based research.
- service to the college, the university, the profession, and the business community.

### Accounting Program

The accounting department provides a challenging program of study for students who desire to pursue a major in the field of accounting. Students are engaged in unique and enriching learning experiences both inside and outside the classroom. Upon the successful completion of the 120 hour undergraduate program, students are prepared for a rewarding career in public accounting, industry, government, and other business fields.

Students in community or junior colleges who plan to transfer to Western Kentucky University to complete a baccalaureate degree in accounting should concentrate on courses which will satisfy general education requirements. Credit for accounting or business courses completed at community or junior colleges, with the exception of some 200-level courses, will generally not be allowed as part of the Accounting Program.

Students attending four-year schools who wish to transfer to Western Kentucky University should follow a program of general education and prerequisite courses for entry into the Gordon Ford College of Business. For accounting and business courses offered only at the 300-level and 400-level at Western Kentucky University, a maximum of nine semester hours may be transferred from other four-year schools for credit in the accounting major. Such transfers require the prior approval of the Western Kentucky University Chair of Accounting. Courses completed prior to entering WKU will be accepted for transfer credit as part of the accounting program only if the grade of "C" or better was earned. Students already enrolled at Western Kentucky University should not plan on completing accounting requirements at other institutions.

When planning a program of study in this department, students should refer to the suggested Program of Study. Each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Students are encouraged to contact the Gordon Ford College Undergraduate Advising Center and/or the Accounting department Chair for academic advising and assistance. For career-related information, students should contact the Accounting department, the Career Services Center, or an Accounting faculty member for career mentoring and advising.

### Major in Accounting

The major in accounting (reference number 602) requires 120 credit hours and leads to a Bachelor of Science degree.

Accounting majors should refer to the Gordon Ford College of Business introductory section for the requirements for being formally admitted to the Gordon Ford College of Business, a condition which students must satisfy before being admitted to the Accounting Program. Students seeking admission to the Accounting Program must have completed ACCT 200 and 201 with a cumulative 2.5 GPA in the two courses combined and grades of "C" or higher in each course. Except for ACCT 300 and ACCT 310, students must be admitted to the Accounting Program to enroll in upper-level accounting courses. Accounting majors must earn a grade of "C" or better in ACCT 200, 201, 300, 301, 310, and 312 and other courses that are prerequisites for succeeding courses. For example, an accounting major must earn at least the grade of "C" in ACCT 200, before enrolling in ACCT 201. In addition, accounting majors are allowed to repeat an upper-division accounting course only once, even if they received a "W" on the first attempt. Exceptions to this policy will be considered only in extenuating circumstances.

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**Holland Professor: Vacant**  
**Meany Professor: R. Aldridge**  
**Nixon Professor: Y. Chen**

**Professors: N. Magner, S. Wells**  
**Associate Professors: R. Kinnersley,**  
**M. Lee, H. Little**  
**Assistant Professors: M. Ross, S. Wade**  
**Instructor: S. Henson**  
**Transitional Retiree: J. Hall**  
**Executive-in-Residence: R. Callahan**

All students must take two accounting electives and one approved accounting or business elective.

### Pursuing a Second Degree in Accounting

Individuals who have already received a college degree have the opportunity of enrolling in WKU to pursue a degree in accounting.

Students with a first degree in the area of business should be able to complete the Bachelor of Science degree in accounting with approximately 30 additional hours. Those individuals without previous courses in business tend to need a higher number of hours to complete the second degree.

Admission requires the completion of certain pre-professional courses and the attainment of a grade point average (GPA) of at least 2.5 in those courses.

Second baccalaureate degree candidates are exempt from the Western Kentucky University general education requirements. Accounting students must, however, complete college algebra and an approved speech course, either in previous college work or as a part of the proposed course of study.

Only those professional business courses completed within five years of the time that the student enrolls for the second degree in accounting will be accepted. The business environment is ever changing and course work taken many years ago likely has either been forgotten or is not currently relevant.

The decision on acceptability of any previously taken professional business course on the second degree rests with the Chair of Accounting.

The prospective candidate for the degree should contact the Chair of Accounting to schedule a meeting to evaluate the individual's situation, to develop a program of study, and to obtain an estimate of the time necessary to complete the Accounting degree.

### Certificate in Advanced Accounting Studies

The Certificate Program in Advanced Accounting Studies (reference number 215) is intended to meet the needs of Accounting majors who need to earn a total of 150 credit hours to become a Certified Public Accountant. The program requires the completion of 12 unduplicated hours from the following 21 hours of elective accounting courses: ACCT 401, ACCT 410, ACCT 420, ACCT 431, ACCT 440, ACCT 451, and ACCT 460. All students must complete all accounting courses required for the Bachelor of Science in Accounting to be eligible for the Certificate Program in Advanced Accounting Studies.

Suggested Program of Study			
Accounting--Seeking Admission (602P) Admitted (602) Gordon Ford College of Business			
<b>Freshman-Fall Semester</b>	<b>Hrs.</b>	<b>Freshman-Spring Semester</b>	<b>Hrs.</b>
ENG 100, Freshmen English (A)	3	GEN ED, Humanities (B)	3
COMM 161, Bus. & Prof. Spkg. (A)	3	HIST 119/120, Western Civ. (C)	3
MATH 116, College Algebra (D)	3	GEN ED, Nat. Science # (D)	3
CIS 141, Basic Computer Literacy	3	GEN ED, Foreign Language (A)	3
GEN ED, Soc. And Behavioral (C)	3	GEN ED, World Cultures (E)	3
GEN ED, Health/Wellness (F)	1	GEN ED, Health/Wellness (F)	1
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>
<b>Sophomore-Fall Semester</b>	<b>Hrs.</b>	<b>Sophomore-Spring Semester</b>	<b>Hrs.</b>
ACCT 200, Intro. to Financial Acct.	3	ACCT 201, Intro. to Managerial Acct.	3
ECON 202, Principles-Micro (C)	3	ECON 203, Principles-Macro	3
CIS 243, Prin. of MIS	3	ECON 206, Statistics	3
ENG 200, Literature (B)	3	MGT 210, Organ. & Management	3
MGT 200, Legal Environ. Business	3	MKT 220, Basic Mkt. Concepts	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Junior-Fall Semester</b>	<b>Hrs.</b>	<b>Junior-Spring Semester</b>	<b>Hrs.</b>
ENG 300, Junior English (A)	3	GEN ED, Nat. Science # (D)	3
FIN 330, Principles of Financial Mgt.	3	GEN ED, Humanities (B)	3
ACCT 300, Inter. Financial Acct. I	4	MGT 313, Quantitative Methods	3
ACCT 310, Managerial Cost Acct.	3	Or ECON 306 Stat Analysis	
		Or ECON 307 Fin Data Modeling	
		ACCT 301, Inter. Fin. Acct. II	3
		ACCT 312, Acct. Information Systems	3
<b>Total Hours</b>	<b>13</b>	<b>Total Hours</b>	<b>15</b>
<b>Senior-Fall Semester</b>	<b>Hrs.</b>	<b>Senior-Spring Semester</b>	<b>Hrs.</b>
MGT 314, Operations Management	3	ACCT 450, Aud. & Assurance Svcs.	3
ACCT 402, Cont. Acct. Issues	3	ACCT Elective	3
ACCT 430, Fed. Taxation-Individuals	3	MGT 498, Strategy & Policy OR	3
ACCT Elective	3	ENT 496, Small Bus. Anal. & Strat.	
ACCT or Business Elective**	3	Elective	3
		ACCT 499, Senior Assessment	1
		General University Elective	2
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Grand Total: 120 Hours</b>			
**Subject to approval by Chair of Accounting.			
# At least one of these courses must have a laboratory component (DL).			
() Letter in parentheses indicates General Education Requirement.			

## Department of Computer Information Systems

### Systems Management/Computer Information Technology

*Preparing Students to Succeed in the 21st Century*

The U.S. Bureau of Labor Statistics lists Information Systems occupations among the fastest-growing fields during the next decade (see: [www.bls.gov](http://www.bls.gov)). The Computer Information Systems department at Western Kentucky University provides students with the foundation for success in computer-related careers including: systems analysts, network administrators, web-designers, hardware specialists, technical trainers, and computer consultants. The department offers two degree options. Systems Management (SM) is an interdisciplinary major with an Informatics perspective. Computer Information Technology (CIT) is an applied computer-technology major. The Information Systems department at WKU has been nationally recognized for its innovative curriculum and teaching methods. Please visit the SM website at <http://www.wku.edu/sm> and the CIT website at <http://www.wku.edu/cit> for additional details on the programs of study, sample class schedules, job opportunities, and faculty information.

**Dr. Jeff Butterfield, Chair**

**Grise Hall, Office 200**

**Phone: (270) 745-5408**

**Fax: (270) 745-6376**

**CIS Website: [www.wku.edu/information-systems](http://www.wku.edu/information-systems)**

**SM Website: [www.wku.edu/sm](http://www.wku.edu/sm)**

**CIT Website: [www.wku.edu/cit](http://www.wku.edu/cit)**

**Associate Professors:** R. Blankenship,  
J. Butterfield, T. Crews, Jr.

**Assistant Professors:** K. Atkinson,  
M. Ciampa, P. Coleman, S. Marston,  
M. Revels, E. Thrasher

**Instructors:** M. Hill, J. Lindsey, J. Willis

### Overview of Computing Facilities

Western Kentucky University maintains a number of general-purpose computing labs across campus with a computer-to-student ratio that is among the highest of all state universities. In addition, the Information Systems department offers extensive hands-on learning opportunities through its own computer-enhanced instructional classrooms, computer labs, and many web-enabled courses. These resources allow SM/CIT students to make use of the latest hardware and software technologies in their major courses. This unique blend of classroom instruction and hands-on experience helps to prepare our graduates for professional success.

### Major in Business Informatics

The business informatics major (reference number 507/507P) requires 72 semester hours and is designed to prepare students for professional careers using information technologies to control, support, and enhance business operations and functions. Global business is increasingly relying on the acquisition, deployment, and management of information technology resources and services for use in organizational processes which is resulting in an increasing need for information workers. The business informatics major will provide students with a solid business foundation combined with relevant study of modern technology trends and the impact information systems are having throughout business and society. As demand for computer and information processing services continues to increase, so does the need for hybrid business technology roles. This major will help strengthen the knowledge economy in Kentucky and increase the availability of information workers critical to attracting and retaining corporate interests in the state.

All students must take the following 45 hours of business core courses: MATH 116; ACCT 200, 201; CIS 141; ECON 202, 203, 206; CIS 243; FIN 330; MKT 220; MGT 200, 210, 314, 498 or ENT 496; ECON 306 or MGT 313. Students are required to meet all admission requirements for the Gordon Ford College of Business.

Students must take the following 27 hours of courses for business informatics: CIS 320; 321; SM 443; SM 447; CIT 350; 12 hours of business and technology electives.

### Minor in Computer Information Systems

The CIS minor (reference number 347) has been specifically designed for non-technical majors who want to learn more about how technology can improve their personal and professional productivity. Students in the CIS minor take a set of required and elective courses in areas such as web-design, desktop publishing, multi-media, computer graphics, geographic information systems, computer-aided drafting and digital video production. Almost all professions today require their employees to be proficient with computers—not just 'literate.' The CIS minor is a valuable addition to any WKU major.

The minor in computer information systems requires 18 semester hours. Required courses are CIS 141, CIS 243, CIS 320, CIS 321, and two approved electives. Approved electives include: CIS 226, AMS 163, AMS 205, CS 240, ART 231, JOUR 232, BCOM 264, GEOG 317 and ART 435. No more than three hours of electives may be used to fulfill other degree requirements. Students with a minor in computer information systems receive a 3-hour waiver in upper-division coursework in the minor. See the department about other elective options.

**Department of Economics**

**Mission Statement**

The primary mission of the economics program is to offer educational opportunities to students in order to prepare them to become accomplished citizens and professionals capable of critical thinking and independent analysis. The economics faculty places an emphasis on excellence in teaching and continuous professional development in applied, instructional and basic research. The department also recognizes the importance of conducting professionally relevant service activities for the university, the public, and private constituents at the local, state and national levels.

Economics is an integral part of a well-rounded liberal arts education because the study of economics provides an antecedent to ethical judgments, to the assessment of the full range of both past and present public policies, and to an understanding of other economies and cultures. Economics is a versatile, multifaceted subject that includes global dimensions that are of increasing importance in today's diverse society.

The program also recognizes the importance of economic science in the preparation of a wide variety of professionals including those in business, law, journalism, banking, government, and academia. The faculty also acknowledges the importance of communication and technical skills in the development of well-rounded students. Economics courses require the application of the appropriate verbal and writing skills that are crucial complements to analytical skills. The economics curriculum and course offerings are designed to highlight and illustrate the practical importance of a knowledge of economics in understanding today's local, national and global issues.

**Economics**

Economics is a discipline concerned with how society chooses to allocate scarce resources among alternative uses in order to produce and distribute private and public goods.

The programs and course offerings are designed to provide a basic understanding of economic concepts, institutions, processes, and problems; to foster critical and analytical methods of thinking; and to lay the foundation for further study of economics.

Each year, the economics program awards the C. Keith Davis Memorial, N.O. Taff and the Kenneth T. & Maria Cann Scholarships. The recipients must be economics majors and selection is made on the basis of academic performance. Faculty also select a junior and a graduating senior economics, business economics, or mathematical economics major whose outstanding performances merit their selection as the Outstanding Junior and Outstanding Senior in Economics. Additionally, economics majors participate in the "Best Papers in Economics" competition for annual awards.

Students wishing to pursue a graduate degree in economics should note that economic doctoral programs are highly

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**Professors: M. Borland, M. Carey, B. Goff, Y. Kim, S. Lile, T. Noser, R. Pulsinelli, M. Trawick**

**Associate Professors: A. Lebedinsky, D. Myers, B. Strow, C. Strow, D. Wilson**

**Assistant Professor: D. Zimmer**

**Professors Emeriti: R. Cantrell, C. Roberts**

**Transitional Retirees: B. Davis, R. Howsen**

**Suggested Program of Study**

**Department of Economics**  
**Economics Major 638P (seeking admission) and 638 (admitted)**

<b>Freshman Year</b>		<b>Hrs.</b>	<b>Sophomore Year</b>		<b>Hrs.</b>
Foreign Language (A.II)	3		ECON 202 (C)	3	
ENG 100 (A.I)	3		ENG 200 (B)	3	
Humanities (B)	3		Course in 2nd Major or Minor	3	
Social Science (C)	3		CIS 141	3	
Natural Science (D)	3		ECON 203 (C)	3	
Health and Wellness (F)	1		ECON 206	3	
World Cultures (E)	3		Course in 2nd Major or Minor	3	
HIST 119 or 120 (C)	3		COMM 161 (A.III)	3	
MATH 116 (D.II)	3		Natural Science (D)	3	
Humanities Elective (B)	3		General Elective Course	3	
General Elective	3				
Health and Wellness (F)	1				
<b>Total Hours</b>	<b>32</b>		<b>Total Hours</b>	<b>30</b>	
<b>Junior Year</b>		<b>Hrs.</b>	<b>Senior Year</b>		<b>Hrs.</b>
ECON 302	3		ECON 465 or ECON 480	3	
ENG 300 (A)	3		ECON 499	1	
Upper-Division ECON Electives	12		Upper-Division ECON Electives	9	
Upper-Division Courses in 2nd Major or Minor	6		Upper-Division Courses in 2nd Major or Minor	12	
ECON 303	3		General Elective Course	3	
General Elective	3				
<b>Total Hours</b>	<b>30</b>		<b>Total Hours</b>	<b>28</b>	

**Grand Total Hours: 120**

*Capital letters in parentheses refer to General Education Category.*

mathematical. The B.S. in Mathematical Economics (reference number 731) is strongly recommended for students considering either a Ph.D. in Economics or highly applied, analytical occupations. An alternative path would be a math minor in conjunction with either the A.B. in Economics (reference number 638) or the B.S. in Business Economics (reference number 724). A WKU minor in mathematics (reference number 417) requires a minimum of 17 semester hours. To obtain a math minor, the student must take the foundational sequence (MATH 136, 137, 307). The student is also required to select two additional math classes. The two classes that would best prepare a student for graduate studies in economics are MATH 237 and 331.

When planning a program of study in the economics department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) General Education Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

**Major in Economics**

The major in economics (reference number 638) requires a total of 120 credit hours of course work with 31 hours in economics and leads to a Bachelor of Arts degree. The program requires completion of a second major or a minor. All majors must complete a 19 hour core composed of ECON 202, 203, 206, 302, 303, 465 or 480, and 499. Either MATH 116, MATH 119 or ECON 464 must be completed. The remaining 12 hours for completing the major may be selected from other 300 and 400 level economics courses. In addition, students must complete CIS 141, MATH 116 (or higher), and COMM 161, all of which may be applied toward general education requirements. A sample schedule follows.

Admission to the economics major requires (1) the completion of MATH 116 (or higher), ECON 202, 203, and 206 and CIS 141 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 semester hours with a minimum GPA of 2.0; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).

**Major in Business Economics**

The major in business economics (reference number 724) requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. The program of study requires 120 hours. Business economics majors must complete the Gordon Ford College of Business core consisting of ACCT 200, 201, CIS 141, ECON 202, 203, 206, COMM 161, CIS 243, FIN 330, MGT 200, 210, 314, 498, and MKT 220. Required courses in economics include: ECON 302, 303, 306 or 307, 414, 499; and either ECON 465 or ECON 480; fifteen hours of economics courses; and an approved 3-hour upper-division business elective. Either MATH 116, MATH 119 or ECON 464 must be completed. No minor or second major is required.

Business economics majors should refer to the Ford College of Business introductory

<b>Suggested Program of Study</b>			
<b>Department of Economics</b>			
<b>Business Economics Major 724P (seeking admission) and 724 (admitted)</b>			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
Foreign Language (A.II)	3	ACCT 200	3
ENG 100 (A.I)	3	CIS 141	3
Humanities (B)	3	ECON 202 (C)	3
Social Science (C)	3	ENG 200 (B.I)	3
Natural Science (D)	3	ACCT 201	3
Health and Wellness (F)	1	ECON 203 (C)	3
World Cultures (E)	3	ECON 206	3
HIST 119 or 120 (C)	3	COMM 161 (A.III)	3
MATH 116 (D.II)	3	Natural Science (D)	3
Humanities Elective (B)	3	General Elective Course	3
General Elective	3		
Health and Wellness (F)	1		
<b>Total Hours</b>	<b>32</b>	<b>Total Hours</b>	<b>30</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
ECON 302	3	CIS 243	3
ECON 306 or ECON 307	3	ECON 414	3
Upper-Div. Optional Elec.	3	ECON Upper-Div. Option Elec.	3
ENG 300 (A)	3	ECON Upper-Div. Option Elec.	3
MGT 200	3	ECON 499	1
ECON 303	3	ECON 480 or ECON 465	3
FIN 330	3	ECON Upper-Div. Option Elec.	3
MGT 210	3	ECON Upper-Div. Option Elec.	3
MKT 220	3	MGT 498	3
Bus. Upper-Div. Elec.	3	MGT 314	3
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>28</b>
<b>Grand Total Hours: 120</b>			
<i>Capital letters in parentheses refer to General Education Category.</i>			

section for sample course schedules for the freshman and sophomore years. That section also outlines the requirements for being formally admitted to the Gordon Ford College of Business, a condition which students must satisfy before they will be permitted to enroll in 300-level and 400-level professional courses. All economics majors will be required to participate in an assessment process prior to graduation (ECON 499, 1 hour).

### Major in Mathematical Economics

The major in Mathematical Economics (reference number 731) requires a total of 120 credit hours of course work, with 27 hours in Economics, 21 hours in Mathematics, and 1 hour of an interdisciplinary senior seminar course. This major leads to a Bachelor of Science degree intended for students interested in graduate studies in economics, public policy, or business, as well as those students seeking analytical careers that will require extensive mathematics backgrounds.

The program of study requires completion of a second major or a minor. The second major may not be economics, business economics, or mathematics. The minor may not be economics or mathematics.

All majors must complete a 40-hour core consisting of ECON 202, 203, 206 (or STAT 301), 302, 303, 306 or 307, 464, 465; MATH 136, 137, 237, 307; and ECON 497 or MATH 497. Additionally, either MATH 331 or 310 must be completed, and students must take three additional hours from either MATH 331, 310, 305, 382, 435, or 405. The remaining 3 hours in economics for completion may be selected from other 300 and 400 level economics courses. A sample schedule follows.

Admission to the mathematical economics major requires (1) the completion of MATH 136, ECON 202 and 203, and ECON 206 or STAT 301 with a minimum GPA of 2.0 in the courses listed; and (2) completion of a minimum of 60 hours with a minimum GPA of 2.0 overall; and (3) completion of a minimum of 12 hours at Western Kentucky University with a minimum WKU GPA of 2.0. All mathematical economics majors will be required to enroll in an interdisciplinary senior seminar course prior to graduation (ECON 497 or MATH 497, 1 hour).

### Minor in Economics

The minor in economics (reference number 356) requires 21 semester hours. All minors must complete a 15-hour core composed of ECON 202, 203, 206, 302, and 303. The remaining 6 hours for completing the minor must be selected from other 300 and 400 level economics courses. All minors must also complete MATH 116 or higher. The remainder of the program depends on what other major or minor is pursued.

### Graduate Program

The Economics Department offers a *one-year* graduate program leading to a Master of Arts in Applied Economics (reference number 0410). The program is designed to prepare students for private and public sector employment requiring analytical and communication skills sufficient for independent investigation and report writing. There are opportunities for interdisciplinary study and internships. Graduate assistantships are available. Consult the Economics Department web page for details.

### Suggested Program of Study

#### Department of Economics Mathematical Economics Major 731P (seeking admission) and 731 (admitted)

Freshman Year		Hrs.	Sophomore Year		Hrs.
Foreign Language (A.II)	3		ECON 202 (C)	3	
ENG 100 (A.I)	3		ENG 200 (B.I)	3	
Humanities (B)	3		MATH 237	4	
Social Science (C)	3		Natural Sciences (D)	3	
Math 136 (D.II)	4		ECON 206 or STAT 301	3	
Health and Wellness (F)	1		ECON 203	3	
World Cultures (E)	3		Courses in Second Major or Minor	6	
HIST 119 or 120 (C)	3		COMM 161 (A.III)	3	
Humanities Elective (B)	3		Health and Wellness	1	
Math 137	4		MATH 307	3	
<b>Total Hours</b>	<b>30</b>		<b>Total Hours</b>	<b>32</b>	
Junior Year		Hrs.	Senior Year		Hrs.
ECON 302	3		ECON 464	3	
ECON 306 or ECON 307	3		Upper-Div. MATH Elective	3	
MATH 310 or MATH 331	3		General Electives	3	
Upper-Div. Courses in Second Major or Minor	6		Upper Div. Courses in Second Major or Minor	6	
ENG 300 (A)	3		ECON 480 or ECON 465	3	
ECON 303	3		General Electives	3	
Upper Div. ECON Elective	3		ECON Upper-Div. Courses in Second Major or Minor	6	
General Electives	3		ECON 497 or MATH 497	1	
Natural Science with a Lab	3		<b>Total Hours</b>	<b>28</b>	
<b>Total Hours</b>	<b>30</b>		<b>Total Hours</b>	<b>28</b>	

#### Grand Total Hours: 120

*Capital letters in parentheses refer to General Education Category.*

## Department of Finance

### Mission Statement

The finance program is committed to offering a high quality baccalaureate program in finance with concentrations in financial management and financial planning. The concentrations in finance provide students with not only a broad general educational background but also a thorough professional education in finance. The primary mission of the finance group is teaching and instruction, which is supported by faculty involvement in basic and applied research as well as research that supports the teaching mission.

### Finance Undergraduate Program

The undergraduate finance program at Western Kentucky University consists of two distinct concentrations with overlapping but separate requirements. The two concentrations are:

1. Finance—financial management concentration
2. Finance—financial planning concentration

The finance—financial management concentration deals with the acquisition and use of funds to maximize the value of the firm. Financial managers make decisions about alternative sources and uses of funds. Proper financial management within the firm will help the business to provide better products at reasonable prices to its customers and greater returns to the investors who supply the capital needed to form and then operate the business.

The finance—financial planning concentration deals with the process of developing comprehensive financial plans for individuals. Financial planners help individuals determine financial goals and objectives and the best strategies for obtaining these goals. The rapid growth of multi-income families in the U.S. has placed more and more people in a position of need to apply sophisticated financial planning techniques to their personal economic affairs. As a result, one of the fastest growing career paths in the financial services industry is financial planning, and the Certified Financial Planner® (CFP) designation has become the most widely recognized financial planning credential among consumers.

The finance—financial planning concentration is registered with the Certified Financial Planner Board of Standards in Denver, CO. As of June 2010, we are one of only five registered universities in the state of Kentucky! This registration confers a special advantage on our graduates, which is that upon completion of our program, they are allowed to sit for the CFP® Certification Examination.

Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP (with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.

The Certified Financial Planner Board of Standards Inc. owns the marks CFP®, Certified Financial Planner™, AND CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) General Education Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

Students majoring in a program in this department may refer to the Gordon Ford College of Business introductory section for sample course schedules for the freshman and sophomore years. That section also outlines the requirements for being formally admitted to the College. For convenience a sample "suggested program of study" also follows.

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**Page Professor: K. Chan**

**Professors: C. Brown, I. Chhachhi,**  
**S. Thapa**

**Assistant Professor: Y. Ling Lo**

**Executives-in-Residence: A. Head,**  
**J. Snavely**

**Transitional Retiree: E. Wolfe**

**Major in Finance**

**Financial Management Concentration**

The finance major (reference number 664)—financial management concentration requires 120 credit hours and leads to a Bachelor of Science degree. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level finance courses. No minor or second major is required or prohibited. All finance majors will be required to participate in an assessment process in FIN 499 prior to graduation.

Requirements for Finance—Financial Management Concentration are:

- General Education Requirements (see Catalog)—35 hours
- COMM 161\*—3 hours
- MATH 116\* or above—3 hours
- ACCT 200, 201—6 hours
- CIS 141, 243—6 hours
- ECON 202\*, 203, 206, 307—12 hours
- MKT 220—3 hours
- MGT 200, 210, 314—9 hours
- MGT 498 or ENT 496—3 hours
- FIN 330, 332, 433, 436, 437, 438, 499—19 hours
- FIN 439 or 449—3 hours
- FIN 435 or MKT 323/325, or ACCT 300/330/430/440 – 3 hours
- Approved Finance Electives\*\*—6 hours
- Approved Business Electives\*\*\*—3 hours
- General University Electives (unrestricted)—6 hours

\* Counts toward General Education requirements for a total of 41 hours in General Education.

\*\* Approved Finance Electives are any 300- or 400-level Finance courses.

\*\*\* Approved Business Electives are any 300- or 400- level course in Finance, Accounting, Economics, Computer Information Systems, MKT 323 or MKT 325.

Suggested Program of Study			
Recommended Schedule: Finance-Financial Management			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Freshman Year</b>	<b>Hrs.</b>
ENG 100 (A)	3	Humanities Elective (B)	3
COMM 161* (A)	3	HIST 119/120 (C)	3
MATH 116* (D)	3	Natural Science Elective (D)	3
CIS 141*	3	Foreign Language 102 (A)	3
BA 175 or General Elective	3	World Cultures Elective (E)	3
Physical Dev. Elective (F)	1	Physical Dev. Elective (F)	1
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>
<b>Sophomore Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
ACCT 200*	3	ACCT 201*	3
ECON 202* (C)	3	ECON 203*	3
CIS 243**	3	ECON 206*	3
FIN 161 (C)	3	MGT 210**	3
MGT 200**	3	MKT 220**	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Junior Year</b>	<b>Hrs.</b>
ENG 200 (B)	3	Humanities Elective (B)	3
Nat. Science w/ Lab Elective (D)	3	ENG 300 (A)	3
FIN 330**	3	FIN 332	3
ECON 307	3	Approved Business Elective	3
MGT 314**	3	FIN 435 OR MKT 323/325 OR ACCT 300/330/430/440	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Senior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
FIN 433	3	MGT 498 or ENT 496**	3
FIN 437	3	FIN 436	3
FIN 438	3	FIN 439 or 449	3
General Elective	3	Approved FIN Elective	3
Approved FIN Elective	3	FIN 499	1
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>13</b>
<b>Total Hours: 120</b>			
(A-F) Denotes General Education Category			
* Denotes Required Pre-Admission Core Business Course			
** Denotes Required Business Core Course			

The four-year plan for timely completion of a finance (financial management concentration) major is outlined below and also appears on the departmental website: [www.wku.edu/gfcb/finance](http://www.wku.edu/gfcb/finance).

**Financial Planning Concentration**

The finance major (reference number 664)—financial planning concentration requires 120 credit hours and leads to a Bachelor of Science degree. Finance majors must earn a minimum grade point average of 2.0 in 300 and 400 level Finance courses. No minor or second major is required or prohibited. All finance majors will be required to participate in an assessment process in FIN 499 prior to graduation.

Requirements for Finance—Financial Planning Concentration are:

- General Education Requirements (see Catalog)—35 hours
- COMM 161\*—3 hours
- MATH 116\* or above—3 hours
- ACCT 200, 201,330—9 hours
- CIS 141, 243—6 hours
- ECON 202\*, 203, 206, 307—12 hours
- MKT 220—3 hours
- MGT 200, 210, 314—9 hours
- MGT 498 or ENT 496—3 hours
- FIN 330, 331, 332, 350, 437, 438, 444, 445, 499—25 hours
- FIN 439 or FIN 449—3 hours
- Approved Finance electives\*\*—3 hours
- Approved Business electives\*\*\*—3 hours
- General University electives (unrestricted)— 3 hours

\* Counts toward General Education requirements for a total of 41 hours in General Education.  
 \*\* Approved Finance electives are any 300- or 400-level Finance courses.  
 \*\*\*Approved Business electives are any 300- or 400-level course in Finance, Accounting, Economics, Computer Information Systems, MKT 323 or MKT 325.

Suggested Program of Study			
Recommended Schedule: Finance-Financial Planning			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Freshman Year</b>	<b>Hrs.</b>
ENG 100 (A)	3	Humanities Elective (B)	3
COMM 161* (A)	3	HIST 119/120 (C)	3
MATH 116* (D)	3	Natural Science Elective (D)	3
CIS 141*	3	Foreign Language 102 (A)	3
BA 175 or General University Elective	3	World Cultures Elective (E)	3
Physical Dev. Elective (F)	1	Physical Dev. Elective (F)	1
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>16</b>
<b>Sophomore Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
ACCT 200*	3	ACCT 201*	3
ECON 202* (C)	3	ECON 203*	3
CIS 243**	3	ECON 206*	3
FIN 161 (C)	3	MGT 210**	3
MGT 200**	3	MKT 220**	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Junior Year</b>	<b>Hrs.</b>
ENG 200 (B)	3	Humanities Elective (B)	3
Nat. Science w/ Lab Elective (D)	3	ENG 300 (A)	3
FIN 330**	3	FIN 331	3
ECON 307	3	FIN 332	3
MGT 314**	3	ACCT 330	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Senior Year</b>		<b>Senior Year</b>	
FIN 350	3	MGT 498 or ENT 496**	3
FIN 437	3	FIN 439 OR 449	3
FIN 438	3	FIN 445	3
FIN 444	3	Approved Business Elective	3
Approved FIN Elective	3	FIN 499	1
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>13</b>
<b>Total Hours: 120</b>			
(A-F) Denotes General Education Category			
* Denotes Required Pre-Admission Core Business Course			
** Denotes Required Business Core Course			

**Minor in Finance**

The minor in finance (reference number 357) requires 27 semester hours of course work. The minor in finance requires FIN 330 and 12 hours of approved finance electives from any 300 or 400 level finance courses. As preparation for this minor, students must also complete MATH 116 and ECON 202 or 203, ECON 206 and ACCT 200.

**Certificate Program in Financial Planning**

The Certificate Program in Financial Planning (reference number 200) is intended to qualify non-finance majors or degree-holding individuals who wish to pursue a career in financial planning. After successful completion of the following seven courses, the student receives a Certificate of Financial Planning from Western Kentucky University and fulfills the educational requirement to sit for the comprehensive CERTIFIED FINANCIAL PLANNER® (CFP®) exam. Required courses are: ACCT 330, FIN 330, 331, 332, 350, 444, and 445. There may be additional course requirements for students not meeting pre-requisites.

Western Kentucky University does not certify individuals to use the CFP®, Certified Financial Planner™, and CFP (with flame logo)®, certification marks. The CFP certification is granted only by the Certified Financial Planner Board

of Standards to those persons who, in addition to completing an educational requirement such as this CFP Board-Registered Program, have met its ethics, experience, and examination requirements.

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## Department of Management

### Mission Statement: “Learning by Doing”

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This phrase succinctly summarizes the mission of the Management faculty. It is espoused by our diverse group whose interests and responsibilities include general management, strategic management, entrepreneurship, human resource management, organizational theory and behavior, production and operations management, management science, international business and the legal environment of business.

While we instruct a heterogeneous student population comprised of majors within the department, within the college, and from other areas, there is a major emphasis on experiential learning. We further endeavor to expose students to the latest developments in technology, global perspectives, ethics, and changes in the legal and business environment. We seek to produce graduates who have a strong foundation in management with the necessary analytical skills to assume leadership roles in business and society. With such a background, our graduates pursue careers in a variety of fields including banking, construction, insurance, manufacturing, public administration, retailing, and entrepreneurial ventures.

“Learning by doing” applies to the scholarly activity which is another essential ingredient to our mission and to the goal of ensuring a high quality faculty. A variety of scholarly activities conducted by the Management faculty include basic, applied, pedagogical, cross-disciplinary, and interpretive research. It is the expectation that all research should enhance teaching, service, or add to the knowledge base of the discipline.

### Major in Management

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The undergraduate major in management (reference number 723) requires 120 hours and leads to a Bachelor of Science degree. No minor is required, although approved minors inside or outside the Gordon Ford College of Business are encouraged.

The undergraduate management program offers two areas of concentration within the major: 1) Business Administration, and 2) Human Resource/Personnel Management. This allows students to choose a program of study that fits well with their career aspirations.

The Business Administration concentration develops student’s abilities to analyze and to manage a wide range of business situations. This development occurs by building on fundamental business functions studied in the core courses. The program is for students who intend to manage an independent business or a unit of a larger organization and who want a broad curriculum.

The Human Resource Management concentration is designed to develop skills for managing an essential resource of any organization—its employees. Because of the importance of increasing human productivity, human resource management is viewed as a key contributor to organizational effectiveness and achievement of strategic goals. Human resources managers are frequently involved in top level decision making. The Society for Human Resource Management (SHRM) acknowledges our HR curriculum aligns with its guidelines. We are one of only 34 U.S. universities with this recognition. Courses required in the HRM concentration include: MGT 210, MGT 305 or MATH 119, MGT 311, 313, 314, 417, 411, 414, 473, 495, 498 (or ENT 496), 499; ECON 305; MGT 361 or ENG 306 or ENG 307; and an elective from MGT 400, 416, 419, or another advisor approved elective. The HRM concentration is designed to prepare students for a rewarding career as a specialist in an area such as recruitment and selection, training and development, compensation and benefits administration, or labor relations.

**Dr. Zubair Mohamed, Chair**

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**Mattie Newman Ford Professor of Entrepreneurship: R. Wilburn Clouse**

**Professors: J. Katz, Z. Mohamed, A. Rahim, R. Reber**

**Associate Professors: S. Droege, R. Hatfield, M. Marvel, P. Potter, B. Sullivan**

**Assistant Professors: D. Bolton, I. Civelek, L. Coder, H. Lee, S. Spiller**

**Executives-in-Residence: D. Cosby-Simmons, G. Rasmussen**

**Instructor: K. Schell**

Students majoring in management should refer to the Gordon Ford College of Business introductory section for sample courses schedules for the freshman and sophomore years. That section also outlines the requirements for formal admission to the College, a condition which students must satisfy before they will be permitted to enroll in 300- and 400-level professional courses. Students should note that both concentrations in this major are the same through the first semester of the junior year.

Suggested Program of Study			
Human Resources Concentration Management 723			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
BA 175 Univ. Exper. - Bus.	3	ACCT 200 - Intro. to Fin.	3
ENG 100 (A)	3	ECON 202 - Princ. of Micro (C)	3
COMM 161 - Business & Prof. Spkg. (A)	3	CIS 243 - Princ. of MIS Social Science Course (C)	3
MATH 116 - College Alg (D)	3	MGT 200 - Legal Environment	3
CIS 141 - Comp. Literacy Health/Wellness Course (F)	3	ACCT 201 - Intro Managerial	3
Humanities Course (B)	3	ECON 203 - Princ. of Macro	3
HIST 119/120 (C)	3	ECON 206 - Statistics	3
Natural Science Course (D)	3	MGT 210 - Org. & Mgt.	3
Foreign Language Course (A)	3	MKT 220 - Basic Marketing	3
World Cultures Course (E)	3		
Health/Wellness Course (F)	1		
<b>Total Hours</b>	<b>32</b>	<b>Total Hours</b>	<b>30</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
ENG 200 - Literature (B)	3	MGT 411	3
Natural Science (D/L)	3	MGT 414	3
FIN 330 - Fund. of Finance	3	MGT 417 - Org. Behavior	3
MGT 311 - Human Res. Mgt.	3	MGT 361/ENG 306/ENG 307	3
MGT 305 - Ethics & Crit. Thinking OR MATH 119 Calculus	3 or 4	MGT 498 - Strat. & Policy/ENT 496 – Small Bus. Analysis	3
Humanities Course (B)	3	MGT 495	3
ENG 300 - Composition (A)	3	MGT 473	3
MGT 313 – Decision Modeling	3	MGT Elective (300-400)	3
ECON 305 - Labor Econ	3	HRM Elective*	3
MGT 314 - Operations Mgt.	3	MGT 499 - Sr. Assessment	1
<b>Total Hours</b>	<b>30-31</b>	<b>Total Hours</b>	<b>28</b>
*HRM Elective includes MGT 400, 416, and 419. (A-F) Denotes General Education Category			

Suggested Program of Study			
Business Administration Concentration Management 723			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
BA 175 Univ. Exper. – Bus.	3	ACCT 200 - Intro. to Fin. Acct.	3
ENG 100 (A)	3	ECON 202 - Princ. of Micro (C)	3
COMM 161 - Business & Prof. Spkg. (A)	3	CIS 243 - Princ. of MIS Social Science Course (C)	3
MATH 116 - College Algebra (D)	3	MGT 200 - Legal Environment	3
CIS 141 - Comp. Literacy Health/Wellness Course (F)	3	ACCT 201 - Intro Managerial	3
Humanities Course (B)	3	ECON 203 - Princ. of Macro	3
HIST 119/120 (C)	3	ECON 206 - Statistics	3
Natural Science Course (D)	3	MGT 210 - Org. & Mgt.	3
Foreign Language Course (A)	3	MKT 220 - Basic Marketing	3
World Cultures Course (E)	3		
Health/Wellness Course (F)	1		
<b>Total Hours</b>	<b>32</b>	<b>Total Hours</b>	<b>30</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
ENG 200 - Literature (B)	3	FIN Elective (300-400)	3
Natural Science (D/L)	3	MKT Elective (300-400)	3
FIN 330 - Fund. of Finance	3	MGT 417 - Org. Behavior	3
ACCT 315 - Managerial Acct.	3	MGT 361/ENG 306/ENG 307	3
MGT 305 - Ethics & Crit. Thinking OR MATH 119 Calculus	3 or 4	Elective	3
Humanities Course (B)	3	MGT 498 - Strat. & Policy/ENT 496 – Small Bus. Analysis	3
ENG 300 - Composition (A)	3	ECON 414 - Managerial Econ. Professional Elective*	3
MGT 313 – Decision Modeling	3	MGT Elective (300-400)	3
MGT 311 - Human Res. Mgt.	3	MGT 499 - Sr. Assessment	1
MGT 314 - Operations Mgt.	3		
<b>Total Hours</b>	<b>30-31</b>	<b>Total Hours</b>	<b>28</b>
* 300 and 400 level courses in ACCT, CIS, ECON, FIN, MGT, and MKT are approved as Professional Electives. (A-F) Denotes General Education Category			

### Major in Entrepreneurship

The major in entrepreneurship (reference number 542) requires 70 hours in professional and elective courses and leads to a Bachelor of Science degree. The program of study requires 120 hours. The entrepreneurship program is designed to provide maximum flexibility in the integration of coursework and actual experience to develop entrepreneurial potential and to provide the opportunity to turn that capability into reality. Coursework and practical experiences allow the student to apply principles of innovative thought, idea generation, market development, financial analysis, legal and ethical compliance, and human resource development. Students are prepared to start and develop a new venture, to immediately contribute to the growth and expansion of the fast-growth firm, to be leaders in social or non-profit activities, and to be corporate "intrapreneurs" if employed in larger firms.

### Major in International Business

The international business major (reference number 569) requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. The program of study requires 120 hours. The objective of the international business (IB) major is to prepare students to succeed in the increasingly competitive and inter-dependent world of international business. The IB program equips students for global careers by providing sound business skills, geo-political understanding, language skills, and cultural and value awareness of other regions. The IB major, upon graduation, may pursue graduate study in international business/international MBA programs, gain entry level positions in firms with existing international operations, engage in entrepreneurial opportunities with domestic firms wishing to expand internationally and governmental and/or non-governmental organizations whose objective is to provide international trade support or economic development. Available as a primary or secondary major, the IB major combines courses in international management, marketing, economics, finance, and entrepreneurship with foreign-language study. Students are required to do an internship in a firm engaged in international business or study abroad. Students can earn a dual degree in IB with our overseas partner universities in France (St. Etienne University) and Mexico (Universidad Autonoma Nuevo Leon) by taking a full year of courses with/without an internship.

Suggested Program of Study			
Entrepreneurship 542			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
BA 175 Univ. Exper. - Bus.	3	ACCT 200 - Intro. to Fin.	3
ENG 100 (A)	3	ECON 202 - Princ. of Micro (C)	3
COMM 161 - Business & Prof. Spkg. (A)	3	CIS 243 - Princ. of MIS	3
MATH 116 - College Alg (D)	3	Social Science Course (C)	3
CIS 141 - Compt. Literacy	3	MGT 200 - Legal Environment	3
Health/Wellness Course (F)	1	ACCT 201 - Intro Managerial	3
Humanities Course (B)	3	ECON 203 - Princ. of Macro	3
HIST 119/120 (C)	3	ECON 206 - Statistics	3
Natural Science Course (D)	3	MGT 210 - Org. & Mgt.	3
Foreign Language Course (A)	3	MKT 220 - Basic Marketing	3
World Cultures Course (E)	3		
Health/Wellness Course (F)	1		
<b>Total Hours</b>	<b>32</b>	<b>Total Hours</b>	<b>30</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
ENG 200 - Literature (B)	3	MGT 314 - Operations Mgt.	3
Natural Science (D/L)	3	FIN 441- Small Bus. Finance	3
ENT 312 - Entrepreneurship	3	MKT 427 – Entrepreneurial Marketing	3
FIN 330 - Fund. of Finance	3	Approved Elective 1	3
MGT 305 - Ethics & Crit. Thinking	3 or 4	Entrepreneurship Elective 1*	3
OR MATH 119 Calculus		Elective	3
Humanities Course (B)	3	ENT 496 - Small Bus. Analysis	3
ENG 300 - Composition (A)	3	Entrepreneurship Elective 2	3
MGT 313 – Decision Modeling	3	Approved Elective 2	3
ENT 380 – New Venture Business Planning	3	MGT 499 - Sr. Assessment	1
Elective	3		
<b>Total Hours</b>	<b>30-31</b>	<b>Total Hours</b>	<b>28</b>
<p><i>*Entrepreneurship electives must be chosen from ENT 308, 463, 490, 425, 410 or any other approved 300- or 400-level ENT course. Approved electives must be chosen from ACCT 315, ECON 414, MKT 323, MKT 325, MKT 328, MKT 329, MKT 311, MKT 333.</i></p> <p><i>** Must be selected and approved by the Management Department Chair. May come from ENTREPRENEUR ELECTIVES 1-5 list or may be from any discipline on campus.</i></p>			

<b>Suggested Program of Study</b>			
<b>International Business 569</b>			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
BA 175 University Experience – Bus.	3	ACCT 200 Intro – Financial	3
ENG 100	3	ECON 202 Principles of Micro (C)	3
COMM 161- Bus & Prof Speak (A)	3	CIS 243 Principles of MIS	3
MATH 116- College Algebra (D)	3	PS 250 (C)	3
CIS 141 Computer Literacy	3	MGT 200 Legal Environment	3
Health and Wellness Course (F)	1	ACCT 201 – Intro Managerial	3
Humanities Course (B) 3	3	ECON 203 - Principles of Macro	3
HIST 119/120	3	ECON 206 – Statistics	3
Natural Science Course	3	MGT 210 – Org and Mgt	3
Foreign Language Course 102	3	MKT 220 – Basic Marketing	3
GEOG 110	3		
Health and Wellness Course (F)	1		
<b>Total Hours</b>	<b>32</b>	<b>Total Hours</b>	<b>30</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
ENG 200 – Literature (B)	3	Intl. Business Elective <sup>1</sup>	3
Natural Science (D/L)	3	Intl. Business Elective <sup>1</sup>	3
FIN 330 Fund of Finance	3	Humanities Elective	3
MGT 305/COMM 463	3	Foreign Language 202	3
MGT 303- International Business	3	MGT 314 Operations Management	3
Humanities Course (B)	3		
ENG 300 – Composition (A)	3	MGT 498 - Strategy & Policy	3
Intl. Business Elective <sup>1</sup>	3	Internship/Study Abroad	3
Foreign Language Course 201	3	Intl. Business Elective <sup>1</sup>	3
MGT 313 Decision Modeling	3	Intl. Business Elective <sup>1</sup>	3
		MGT 499 – Sr. Assessment	1
<b>Total Hours</b>	<b>30</b>	<b>Total Hours</b>	<b>28</b>
<sup>1</sup> Intl. Business electives: Choose from – MGT 316, MGT 390, MKT 324, FIN 436, ECON 380, ECON 385, ECON 386, ECON 496, ENT 425, and other approved electives. At least three areas must be represented.			

**Minor in Entrepreneurship**

A minor in entrepreneurship (reference number 355) is an interdisciplinary program housed in the Management Department and coordinated with various departments across campus. It is suitable for those who might want to have their own business or work in an entrepreneurial environment (including large organizations). Students of all majors are encouraged to meet with entrepreneurial advisors to fit the minor to their career interests. The 12 hours of required core classes are: Any ECON class, ACCT 200, MKT 220, and ENT 312. Nine hours of electives can be chosen with the consent of the minor advisor. Business majors are required to take ENT 496 as part of their nine hours of electives. For business majors six hours in the entrepreneurship minor must be unduplicated from courses counted in the business major.

**Department of Marketing and Sales**

**Marketing Vision Statement**

Western Kentucky University's Marketing Department will be regionally acclaimed and nationally recognized for excellence in marketing and sales education.

**Marketing Mission Statement**

"To offer high quality undergraduate and graduate education for our varied constituencies." Our goal is to graduate students with the knowledge and skills necessary for success and leadership in the business community. To accomplish this mission, we will use progressive teaching techniques as well as seek and apply knowledge through research. We also provide service to the university and the community using our expertise. Ultimately, we insure that students are prepared to excel in an ever changing, increasingly competitive, global environment by engaging them in the classroom and the business community.

**Core Values (for students and faculty)**

Honesty • Integrity • Trustworthiness • Ethics • Initiative • Curiosity • Tolerance of Other People and Ideas • Loyalty • Accountability / Personal Responsibility • Entrepreneurial Spirit • Strong Work Ethic • Empathy • Cultural Awareness and Respect

**Marketing**

The Marketing discipline offers three areas of concentration within the major: 1) strategic marketing; 2) professional sales; and 3) social media marketing. This allows a student to develop an education program which most closely fits their career aspirations and increases their placement opportunities.

Marketing is a dynamic business function that leads to goal-oriented exchanges between individuals and organizations. Important marketing activities include developing an idea, good or service intended to satisfy consumer wants and needs, promoting / advertising it to likely customers, selling it at a mutually agreeable price, and distributing it in acceptable locations.

The objectives of the marketing program are to teach students (1) the importance of marketing in an economy characterized by free consumer choice, (2) the knowledge and skills required to perform marketing activities, and (3) the interaction between marketing and diverse environmental forces which impact marketing decisions. The marketing student is prepared for a wide range of career opportunities in business and non-business, for profit and not-for-profit organizations. Entry-level business positions serve as a step into professional selling and sales force management, pricing, product or brand management, social media marketing, advertising, market research, physical distribution, retail management and merchandising, sports and event marketing or purchasing. Marketing also provides a solid foundation for those who hope to

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**Website: [www.wku.edu/gfcb/marketing](http://www.wku.edu/gfcb/marketing)**

**Professors:** J. Gotlieb, R. Milliman  
**Associate Professors:** L. Forbes, C. Martin, R. Shannon  
**Assistant Professors:** J. Phillips-Melangon, P. Todd  
**Executives-in-Residence:** C. Derry, M. Gardner, A. Hall  
**Professor Emeritus:** R. Jefferson

**Suggested Program of Study**

**Strategic Marketing (MKGM)**

Freshman Year		Freshman Year	
	Hrs.		Hrs.
ENG 100 (A)	3	Humanities Elective (B)	3
COMM 161* (A)	3	HIST 119/120 (C)	3
MATH 116* (D)	3	Natural Science	3
CIS 141*	3	Elective (D)	
BA 175	3	Foreign Language (A)	3
		Health and Wellness (F)	2/3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>14/15</b>
Sophomore Year		Sophomore Year	
	Hrs.		Hrs.
ACCT 200*	3	ACCT 201*	3
ECON 202* (C)	3	ECON 203*	3
CIS 243**	3	ECON 206*	3
FIN 161 (C)	3	MKT 220**	3
Foreign Language (If needed) (A)	3	MGT 200**	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
Junior Year		Junior Year	
	Hrs.		Hrs.
MGT 361/ENG 306	3	ENG 300 (A)	3
MKT 321	3	MKT 323/324	3
ECON 306**	3	Nat. Sci. w/Lab Elective (D)	3
MKT 325	3	ENG 200 (B)	3
MGT 210**	3	FIN 330**	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
Senior Year		Senior Year	
	Hrs.		Hrs.
MKT 421	3	MKT 327/423	3
MKT 422	3	Professional Elective	3
MGT 314**	3	Marketing Elective	3
MKT 322/427	3	MGT 498/ENT 496**	3
World Cultures Elective (E)	3	Humanities Elective (B)	3
		MKT 499	1
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>16</b>

(A-F) Denotes General Education Category.  
 \* Denotes required Pre-Admission Core Business Course  
 \*\* Denotes required Business Core Course

own their own business in the future.

Careers in marketing often lead to high-level management positions. Non-business and not-for-profit organizations (hospitals, educational institutions and charitable groups) also seek well-trained marketing graduates.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) General Education Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department head.

**Major in Marketing**

The major in marketing (reference number 720) requires 73 hours in professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a "C" or better in all Marketing classes (MKT prefix) used as a part of the major on the degree program. Transfer Marketing classes with a grade of less than a "C" will not count towards the Marketing major. No minor or second major is required, although approved minors inside or outside the Gordon Ford College of Business are permitted and encouraged. Marketing majors must complete the Gordon Ford College of Business core consisting of ACCT 200, 201, CIS 141, ECON 202, 203, 206, MATH 116, COMM 161, CIS 243, ECON 306, FIN 330, MGT 200, 210, 314, 498, and MKT 220.

All marketing majors must take the following required courses: MKT 321, 325, 421, 422, and 499; MGT 361, and a 3-hour upper-division business elective. For the Strategic Marketing concentration (MKGM), a student must also take MKT 322 or 427; MKT 327 or 423; MKT 323 or 324; plus one additional marketing elective. For the Sales concentration (MKSA), a student must also take MKT 329, 424, and 425, plus one additional marketing elective. For the Social Media Marketing concentration (MKSM), a student must take MKT 322, 328, and 331, plus one additional marketing elective.

**Minor in Marketing**

The marketing minor (reference number 413) provides an attractive complement to many traditional liberal arts majors. Combinations of marketing with foreign language, agriculture, advertising, the performing arts, sports, health care and hospitality services, fashion retailing and others would broaden and strengthen career options. Marketing has a role in any occupational field that involves consumers and the choices which they make. The marketing minor is also appropriate for business majors who wish to increase their understanding of marketing. Students who are business majors must take 15 hours of marketing courses beyond MKT 220. The minor requires 24 to 27 semester hours. MATH 116 and SOCL 100 or PSY 100 are recommended as background courses before beginning the minor though they are not a part of the minor program. The MATH and SOCL/PSY courses may be applied to general education requirements. The minor sequence is as follows: ACCT 200; ECON 202 or ECON 203; ECON 206 or equivalent; MKT 220; MKT 321; and 9 hours of upper-level MKT electives (12 hours of upper-level MKT electives for business majors). Marketing minors must earn a "C" or better in all Marketing classes (MKT prefix) used as a part of the minor on the degree program. Transfer marketing classes with a grade of less than a "C" will not count towards the marketing minor. More detailed information is available from the Department of Marketing.

Suggested Program of Study			
Marketing - Sales (MKSA)			
<b>Freshman Year</b>	<b>Hrs.</b>	<b>Freshman Year</b>	<b>Hrs.</b>
ENG 100 (A)	3	Humanities Elective (B)	3
COMM 161* (A)	3	HIST 119/120 (C)	3
MATH 116* (D)	3	Natural Science Elective (D)	3
CIS 141*	3	Foreign Language (A)	3
BA 175	3	Health and Wellness (F)	2/3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>14/15</b>
<b>Sophomore Year</b>	<b>Hrs.</b>	<b>Sophomore Year</b>	<b>Hrs.</b>
ACCT 200*	3	ACCT 201*	3
ECON 202* (C)	3	ECON 203*	3
CIS 243**	3	ECON 206*	3
FIN 161* (C)	3	MGT 210**	3
Foreign Lang. (If needed) (A)	3	MKT 220**	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Junior Year</b>	<b>Hrs.</b>	<b>Junior Year</b>	<b>Hrs.</b>
ENG 200 (B)	3	ENG 300 (A)	3
MGT 361/ENG 306	3	Humanities Elective (B)	3
MKT 321	3	Nat. Sci. w/Lab Elective (D)	3
ECON 306**	3	FIN 330**	3
MGT 200**	3	MKT 325	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Senior Year</b>	<b>Hrs.</b>	<b>Senior Year</b>	<b>Hrs.</b>
MKT 425	3	MKT 424	3
MKT 421	3	MKT 422	3
MGT 314**	3	Professional Elective	3
World Cultures Elective (E)	3	Marketing Elective	3
MKT 329	3	MGT 498/ENT 496**	3
<b>Total Hours</b>	<b>15</b>	MKT 499	1
		<b>Total Hours</b>	<b>16</b>
<i>(A-F) Denotes General Education Category.</i>			
<i>* Denotes required Pre-Admission Core Business Course</i>			
<i>** Denotes required Business Core Course</i>			

**Minor in Sales**

The sales minor (reference number 452) provides an attractive option for students interested in professional selling. Combining a sales minor with a variety of fields such as finance, accounting, management, advertising, communication, health care and hospitality services, public relations, fashion retailing and numerous others would provide very strong career options. The minor requires 18 semester hours. All students must complete a 12-hour core composed of MKT 220, 325, and 425, along with COMM 263. A student must also take either COMM 345 or PSY 350. The remaining three credits must be chosen from MKT 323, 424, or 427, or another MKT course approved by the marketing department head. Sales minors must earn a "C" or higher in all marketing classes (MKT prefix) used as part of the minor. At least 6 hours in the Sales minor must be unduplicated from courses counted in the major and/or other minors. More detailed information is available from the Department of Marketing.

**Graduate Degree Programs**

For detailed information, consult the Graduate Catalog.

Suggested Program of Study			
Marketing – Social Media Marketing (MKSM)			
<b>Freshman Year</b> ENG 100 (A) COMM 161* (A) MATH 116* (D) CIS 141* BA 175	<b>Hrs.</b> 3 3 3 3 3	<b>Freshman Year</b> Humanities Elective (B) HIST 119/120 (C) Natural Science Elective (D) Foreign Language (A) Health and Wellness (F)	<b>Hrs.</b> 3 3 3 3 2/3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>14/15</b>
<b>Sophomore Year</b> ACCT 200* ECON 202* (C) CIS 243** FIN 161* (C) Foreign Lang. (If needed) (A)	<b>Hrs.</b> 3 3 3 3 3	<b>Sophomore Year</b> ACCT 201* ECON 203* ECON 206* MGT 210** MKT 220**	<b>Hrs.</b> 3 3 3 3 3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Junior Year</b> ENG 200 (B) MGT 361/ENG 306 MKT 321 ECON 306** MGT 200**	<b>Hrs.</b> 3 3 3 3 3	<b>Junior Year</b> ENG 300 (A) Humanities Elective (B) Nat. Sci. w/Lab Elective (D) FIN 330** MKT 331	<b>Hrs.</b> 3 3 3 3 3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
<b>Senior Year</b> MKT 322 MKT 421 MGT 314** World Cultures Elective (E) MKT 325	<b>Hrs.</b> 3 3 3 3 3	<b>Senior Year</b> MKT 328 MKT 422 Professional Elective Marketing Elective MGT 498/ENT 496** MKT 499	<b>Hrs.</b> 3 3 3 3 3 1
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>16</b>
<i>(A-F) Denotes General Education Category.</i>			
<i>* Denotes required Pre-Admission Core Business Course</i>			
<i>** Denotes required Business Core Course</i>			