

**BACHELOR of SCIENCE in MARKETING (#720)  
STRATEGIC**

Department of Marketing  
Gordon Ford College of Business  
Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s).  
Every student will finish with a unique plan of his/her own depending on the electives selected.

**SAMPLE - Four Year Plan**

Fall Semester		Spring Semester	
BA 170, Business Student Basics	1	ACCT 200, Introductory Accounting – Financial	3
CIS 141, Basic Computer Literacy	3	Arts & Humanities (E-AH)	3
ECON 202, Principles of Economics – Micro (E-SB)	3	COMM 145, Fund Speaking (F-OC)	3
ENG 100, Introduction to College Writing (F-W1)	3	ECON 203, Principles of Economics – Macro (E-SB)	3
MATH 123, Mathematical Apps for Business (F-QR)	3	HIST 101 or 102, World History I or II (F-SB)	3
General University Elective	2		
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
ACCT 201, Introductory Accounting – Managerial	3	ECON 206, Statistics	3
Natural & Physical Sciences (E-NS)	3	Connections <sup>1</sup> (K-SC or K-LG or K-SY)	3
Literary Studies (F-AH)	3	MGT 200, Legal Environment of Business	3
CIS 243, Principles of MIS	3	MKT 220, Basic Marketing Concepts	3
MGT 210, Organization and Management	3	Natural & Physical Sciences with lab (E-SL)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

For more details and courses offered in the **Colonnade General Education** program visit the <https://www.wku.edu/colonnade/>.

Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2<sup>nd</sup> level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

**Admission to the Major** – To gain admission to the Strategic Marketing major students must have 60 earned hours with a minimum 2.5 overall GPA. They must also complete the eight admission courses (ACCT 200, ACCT 201; CIS 141; COMM 145; ECON 202, ECON 203, ECON 206; MATH 123 (or higher) with a separately calculated 2.5 GPA in ACCT 200, CIS 141, COMM 145, ECON 202, ECON 206, and MKT 220 (must be C or higher).

Fall Semester		Spring Semester	
Connections <sup>2</sup> (K-SC or K-LG or K-SY)	3	Connections <sup>3</sup> (K-SC or K-LG or K-SY)	3
FIN 330, Principles of Financial Management	3	ECON 306, Statistical Analysis	3
MGT 314, Operations Management	3	Marketing Upper-Division Elective	3
MGT 361, Business Communication Fundamentals OR ENG 306, Business Writing	3	MKT 325, Personal Selling	3
MKT 321, Consumer Behavior	3	Writing in the Disciplines (F-W2)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
General University Elective	3	General University Elective	3
Professional Upper-Division Elective OR Marketing Upper-Division Elective	3	General University Elective	3
MKT 322, Integrated Marketing Communication OR MKT 328, Marketing On World Wide Web OR MKT 331, Social Media	3	MGT 498, Strategy & Policy OR ENT 496, Small Business Analysis & Strategy	3
Marketing MKT 421, Marketing Research	3	MKT 327, Retailing Management & Strategy OR MKT 423, Supply Chain Management	3
Professional Upper-Division Elective OR Marketing Upper-Division Elective	3	MKT 422, Marketing Management	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

**Total Credit Hours: 120**

**Department:** Marketing, Grise Hall 432

**Phone:** (270) 745-2249

**Website:** <https://www.wku.edu/marketing/>

**Course Descriptions:** <http://www.wku.edu/undergraduatecatalog/>