



BACHELOR OF SCIENCE in MARKETING (#720)
(SOCIAL MEDIA)
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.

Success Markers

SAMPLE - 4 year plan

FIRST YEAR	Fall Semester		Spring Semester	
	<i>Visit the Math Lab for free tutoring</i>	ENG 100, Intro to College Writing (A.I)	3	Humanities (B.II)
*COMM 161, Business and Professional Speaking (A.III)		3	HIST 119/120, Western Civilization (C)	3
*MATH 116, College Algebra (D.II)		3	Natural Sciences (D.I)	3
*CIS 141, Basic Computer Literacy		3	Foreign Language (A.II)	3
BA 175, Freshman Exper. – Business (elective)		3	Health and Wellness (F)	2
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	14

SECOND YEAR	Fall Semester		Spring Semester	
	<i>Volunteer or Join a Student Organization like Green Toppers</i> <i>Try out our Study Abroad Courses</i>	*ACCT 200, Introductory Accounting – Financial (<i>Sophomore & completion of general education mathematics</i>)	3	*ACCT 201, Introductory Accounting – Managerial (<i>ACCT 200, ACCT majors must earn "B" or better</i>)
*ECON 202, Principles of Economics - Micro (C)		3	*ECON 203, Principles of Economics -Macro	3
**CIS 243, Principles of MIS (<i>CIS 141</i>)		3	*ECON 206, Statistics (<i>ECON 202/203 and MATH 116</i>)	3
Social & Behavioral Sciences (C) (<i>FIN 161, Personal Finance suggested</i>)		3	**MKT 220, Basic Marketing Concepts (<i>Sophomore</i>)	3
General University Elective		3	**MGT 210, Organization and Management (<i>Sophomore</i>)	3
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	15

THIRD YEAR <i>Visit Career Services</i>	Fall Semester		Spring Semester	
	Literature (B.I)	3	ENG 300, Writing in the Disciplines (A.I)	3
	MGT 361, Business Comm Fundamentals/ENG 306, Business Writing (<i>ENG 100</i>)	3	Humanities (B.II)	3
	MKT 321, Consumer Behavior (<i>MKT 220, junior</i>)	3	Natural Sciences with Lab (D.I)	3
	**ECON 306, Statistical Analysis (<i>ECON 206</i>)	3	**FIN 330, Principles of Financial Management (<i>ACCT 200, MATH 116, & ECON 202/203</i>)	3
	**MGT 200, Legal Environment of Business (<i>Sophomore</i>)	3	MKT 331, Social Media Marketing (<i>MKT 220, junior</i>)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR <i>Apply for Graduation</i> <i>Celebrate</i>	Fall Semester		Spring Semester	
	MKT 322, Integrated Marketing Communications (<i>MKT 220, junior</i>)	3	MKT 328, Marketing on the World Wide Web (<i>MKT 220 and CIS 141 or CSCI 145C, junior</i>)	3
	MKT 421, Marketing Research (<i>MKT 220, ECON 306</i>)	3	MKT 422, Marketing Management (<i>MKT 220 + 6 additional hours of marketing</i>)	3
	**MGT 314, Operations Management (<i>ECON 206</i>)	3	Professional Elective	3
	World Cultures (E)	3	Marketing Elective	3
	MKT 325, Personal Selling (<i>Junior</i>)	3	**MGT 498, Strategy & Policy OR ENT 496, Small Business Analysis & Strategy (<i>Senior, ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, MKT 220</i>)	3
			MKT 499 Senior Assessment (<i>Senior</i>)	1
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	16	

Total Credit Hours:120

(A-F) Denotes General Education Category.

* Denotes prerequisite courses before admission

** Denotes required Business Core Courses

For more Information:

Department: Department of Marketing, Grise Hall 401

Website: <http://www.wku.edu/marketing/>

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