



BACHELOR OF SCIENCE in MARKETING (#720)
 (STRATEGIC MARKETING)
 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)	3
	*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>)	3
	*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 200, Legal Environment of Business (<i>Sophomore</i>)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

THIRD YEAR	Fall Semester		Spring Semester	
	<i>Visit Career Services</i>	Literature (B.I)	3	ENG 300, Writing in the Disciplines (A.I)
MGT 361, Business Comm. Fundamentals/ENG 306, Business Writing (ENG 100)		3	MKT 323, Services Marketing (MKT 220, junior) OR MKT 324, International Marketing (MKT 220, junior)	3
MKT 321, Consumer Behavior (MKT 220, junior)		3	Natural Science w/ Lab Elective (D)	3
MKT 325, Personal Selling (Junior)		3	ECON 306** Statistical Analysis	3
MGT 210** Organization and Management		3	FIN 330** Principle of Financial Management	3
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	15

FOURTH YEAR	Fall Semester		Spring Semester	
	<i>Apply for Graduation</i>	MKT 421, Marketing Research (MKT 220, ECON 306)	3	MKT 327, Retailing Management & Strategy (MKT 220, junior) OR MKT 423, Supply Chain Management (MKT 220, junior)
MKT 422, Marketing Management (MKT 220 + 6 additional hours of marketing)		3	Professional Elective	3
**MGT 314, Operations Management (ECON 206)		3	Marketing Elective	3
MKT 322, Integrated Marketing Communication (MKT 220, junior) OR MKT 427, Entrepreneurial Marketing (MKT 220, junior)		3	**MGT 498, Strategy & Policy OR ENT 496, Small Business Analysis & Strategy (Senior, ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, MKT 220)	3
World Cultures Elective (E)		3	Humanities (B.II)	3
			MKT 499 Senior Assessment (Senior)	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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Email: mkt@wku.edu

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