



## BACHELOR OF SCIENCE IN MARKETING SALES

*KCTCS transfer plan*

### ***KCTCS AA General Education***

| Course                        | Course Title                                | Semester Hours |
|-------------------------------|---------------------------------------------|----------------|
| ENG101                        | Intro to College Writing I                  | 3              |
| ENG102                        | Writing in the Disciplines II               | 3              |
| COM181                        | Public Speaking                             | 3              |
| Heritage                      | Choose <u>one</u> course from this category | 3              |
| Humanities                    | Choose <u>one</u> course from this category | 3              |
| ECO201                        | Microeconomics                              | 3              |
| ECO202                        | Macro Economics                             | 3              |
| Social and Behavioral Science | Choose <u>one</u> course from this category | 3              |
| Natural Science w/Lab         | Choose <u>one</u> course from this category | 4              |
| MAT150                        | College Algebra                             | 3              |
| STA220                        | Statistics                                  | 3              |
|                               | <b>TOTAL</b>                                | <b>34</b>      |

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

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

### ***WKU Classes Required for this Major***

|                                          |                                                                                                                                                          |           |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>BA 220</b>                            | Special Topics in Business Administration                                                                                                                | 1         |
| <b>MGT 399</b>                           | Career Readiness in Management                                                                                                                           | 1         |
| <b>MGT 499</b>                           | Senior Assessment in Management                                                                                                                          | 1         |
| <b>BDAN 250</b>                          | Introduction to Analytics                                                                                                                                | 3         |
| <b>FIN 330</b>                           | Principles of Finance                                                                                                                                    | 3         |
| <b>MGT 498 OR ENT 496</b>                | MGT 498 Strategy and Policy or ENT 496 Small Business Analysis and Strategy                                                                              | 3         |
| <b>FIN 161</b>                           | Personal Finance                                                                                                                                         | 3         |
| <b>ECON 306</b>                          | Statistical Analysis                                                                                                                                     | 3         |
| <b>MKT 321</b>                           | Consumer Behavior                                                                                                                                        | 3         |
| <b>MKT 325</b>                           | Personal Selling                                                                                                                                         | 3         |
| <b>MKT 421</b>                           | Marketing Research                                                                                                                                       | 3         |
| <b>MKT 422</b>                           | Marketing Management                                                                                                                                     | 3         |
| <b>MKT 423</b>                           | Supply Chain Management                                                                                                                                  | 3         |
| <b>Data Analysis</b>                     | BDAN 330 Structured Data Analysis <b>OR</b> MKT 420 Senior Seminar-Marketing <b>OR</b> MKT 328 Digital Marketing <b>OR</b> MKT 332 Sales Analytics       | 3         |
| <b>Creative Execution</b>                | MKT 322 Integrated Marketing Communications <b>OR</b> MKT 331 Social Media Marketing <b>OR</b> ART 243 Digital Media <b>OR</b> MKT 333 Content Marketing | 3         |
| <b>Negotiation</b>                       | MGT 405 Business Negotiation                                                                                                                             | 3         |
| <b>Sales Concentration Classes</b>       |                                                                                                                                                          |           |
| <b>MKT 329</b>                           | Business-to-Business Marketing                                                                                                                           | 3         |
| <b>MKT 424</b>                           | Sales Force Management                                                                                                                                   | 3         |
| <b>MKT 425</b>                           | Advanced Personal Selling Strategies                                                                                                                     | 3         |
| <b>Upper-Level MKT Elective</b>          | Please speak with your advisor to decide on your electives.                                                                                              | 3         |
| <b>Upper-Level Professional Elective</b> | Please speak with your advisor to decide on your elective.                                                                                               | 3         |
|                                          | <b>TOTAL</b>                                                                                                                                             | <b>57</b> |

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

|                            |                                                    |            |
|----------------------------|----------------------------------------------------|------------|
| <b>Degree Electives</b>    | Classes previously taken or free choice of student | 8          |
| <b>TOTAL PROGRAM HOURS</b> |                                                    | <b>120</b> |

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**Program Notes**

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To make an advising appointment:

WKU in Elizabethtown, go to [wkuadvising.as.me](http://wkuadvising.as.me)

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

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

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Last updated 12/12/2022