



BACHELOR OF SCIENCE IN MARKETING STRATEGIC

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
	TOTAL	34

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
	TOTAL	21

WKU Classes Required for this Major

BA 220	Special Topics in Business Administration	1
MGT 399	Career Readiness in Management	1
MGT 499	Senior Assessment in Management	1
BDAN 250	Introduction to Analytics	3
FIN 330	Principles of Finance	3
MGT 498 OR ENT 496	MGT 498 Strategy and Policy or ENT 496 Small Business Analysis and Strategy	3
FIN 161	Personal Finance	3
ECON 306	Statistical Analysis	3
MKT 321	Consumer Behavior	3
MKT 325	Personal Selling	3
MKT 421	Marketing Research	3
MKT 422	Marketing Management	3
MKT 423	Supply Chain Management	3
Data Analysis	BDAN 330 Structured Data Analysis OR MKT 420 Senior Seminar-Marketing OR MKT 328 Digital Marketing OR MKT 332 Sales Analytics	3
Creative Execution	MKT 322 Integrated Marketing Communications OR MKT 331 Social Media Marketing OR ART 243 Digital Media OR MKT 333 Content Marketing	3
Negotiation	MGT 405 Business Negotiation OR MKT 425 Advanced Personal Selling Strategies	3
Strategic Concentration Classes		
Pick One	MKT 322 Integrated Marketing Communications OR MKT 328 Digital Marketing OR MKT 331 Social Media Marketing	3
Pick One	MKT 327 Retailing Management and Strategy OR MKT 329 Business-to-Business Marketing OR MKT 331 Social Media Marketing	3
Upper-Level MKT Elective	Please speak with your advisor to decide on your electives.	6
Upper-Level Professional Elective	Please speak with your advisor to decide on your elective.	3
	TOTAL	57

Additional Electives to meet the 120 total hours for this Degree

Degree Electives	Classes previously taken or free choice of student	8
TOTAL PROGRAM HOURS		120

Program Notes

To make an advising appointment:
WKU in Elizabethtown go to wkuadvising.as.me

WKU in Glasgow go to wkug.as.me
WKU in Owensboro go to wkuo.as.me

Last updated 12/12/2022