



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	
	ENG 100, Intro to College Writing (F-W1)	3	Arts & Humanities (E-AH)	3
	*COMM 145, Fund Speaking/COMM: BUS/PROF (F-OC)	3	HIST 101 or 102, World History I or II (F-SB)	3
	*MATH 116, College Algebra (F-QR)	3	ENG 200, Introduction Literature (ENG 100) (F-AH)	3
	*CIS 141, Basic Computer Literacy	3	World Language (If needed) OR general elective	3
	BA 175, University Experience Business	3	*ACCT 200, Introductory Accounting – Financial (Completion of Colonnade Math)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR	Fall Semester		Spring Semester	
	*ACCT 201, Introductory Accounting – Managerial (ACCT 200)	3	Natural & Physical Sciences with lab (E-NS, SL)	3
	*ECON 202, Principles of Economics - Micro (Sophomore) (E-SB)	3	*ECON 203, Principles of Economics –Macro (Sophomore)	3
	**CIS 243, Principles of MIS (CIS 141)	3	*ECON 206, Statistics (ECON 202/203 and MATH 116)	3
	Natural & Physical Sciences (E-NS)	3	**MKT 220, Basic Marketing Concepts (Sophomore)	3
	MGT 210, Organization and Management (Sophomore)	3	**MGT 200, Legal Environment of Business (Sophomore)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

World Language Proficiency: All students entering in Fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to www.wku.edu/modernlanguages/placement/.

Colonnade Program: All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf.

THIRD YEAR	Fall Semester		Spring Semester	
<i>Visit Career Services</i>	ENG 300, Writing in Disciplines (<i>ENG 200 or permission of instructor</i>)	3	Connections Local Global (<i>K-LG</i>)	3
	MGT 361, Business Comm. Fundamentals/ <i>ENG 306, Business Writing (ENG 100)</i>	3	Marketing Elective (<i>MKT 220</i>)	3
	MKT 321, Consumer Behavior (<i>MKT 220, Junior</i>)	3	Connections Systems (<i>K-SY</i>)	3
	MKT 325, Personal Selling (<i>Junior</i>)	3	ECON 306** Statistical Analysis (<i>ECON 206</i>)	3
	Connections Social Cultural (<i>K-SC</i>)	3	FIN 330** Principle of Financial Management (<i>MATH 116, ACCT 200, ECON 202/203</i>)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR	Fall Semester		Spring Semester	
	MKT 421, Marketing Research (<i>MKT 220, ECON 306</i>)	3	MKT 327, Retailing Management & Strategy (<i>MKT 220, Junior</i>) OR MKT 423, Supply Chain Management (<i>MKT 220, Junior</i>)	3
	MKT 422, Marketing Management (<i>MKT 220 + 6 additional hours of marketing</i>)	3	Professional Elective (<i>Any 300 – 400 level business course</i>)	3
	**MGT 314, Operations Management (<i>ECON 206</i>)	3	Marketing Elective (<i>MKT 220</i>)	3
	MKT 322, Integrated Marketing Communication (<i>MKT 220, Junior</i>) OR MKT 328, Marketing On World Wide Web (<i>MKT 220, CIS 141</i>), OR MKT 331, Social Media Marketing (<i>MKT 220</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
	General University Elective	3	General University Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours:120

* 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/>

Phone: (270) 745-2249

Email: mkt@wku.edu

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