

**SAMPLE 4-YEAR PLAN: Marketing, B.S.B.A.**

**Haile/US Bank College of Business, Northern Kentucky University**

This is one way you can complete this program in four years if you are not required to complete any developmental courses and you are placed by your math placement score in MAT 102 Introductory College Algebra.

MAJOR: **Marketing** (including required minor in Business)

<b>FIRST YEAR</b>	<b>Fall Semester</b>		<b>Spring Semester</b>	
If you are unsure what BSBA Major is right for you, BUS 101 Introduction to Business is highly recommended - you will get an overview of all business majors.	BIS 101 Fundamentals of Business Computing	3	MAT 114 Finite Mathematics	3
	BUS 101 Introduction to Business (recommended)	3	FOK: Written Communication II	3
	FOK: Written Communication I	3	FOK: Culture & Creativity II	3
	FOK: Culture & Creativity I	3	FOK: Cultural Pluralism	3
	MAT 102 Introductory College Algebra	2	FOK: Natural Science with Lab	4
	<b>Total</b>	<b>14</b>	<b>Total</b>	<b>16</b>
<b>SECOND YEAR</b>	<b>Fall Semester</b>		<b>Spring Semester</b>	
Complete all Selective admissions courses by the end of your sophomore year and be admitted into your BSBA major.  Join student organization The Underground Agency for MKT majors.	ACC 200 Principles of Accounting I - Financial <sup>1</sup>	3	ACC 201 Principles of Accounting II - Managerial <sup>1</sup>	3
	ACC 200L Financial Accounting Lab	1	BUS 201 Haile Professionals	1
	STA 205 Introduction to Statistical Methods	3	BUS 230 Legal Environment <sup>1</sup>	3
	ECO 201 Principles of Microeconomics <sup>1</sup>	3	ECO 200 Principles of Macroeconomics <sup>1</sup>	3
	MKT 205 Principles of Marketing <sup>1</sup>	3	FOK: Individual & Society	3
	FOK: Oral Communication	3	FOK: Global Viewpoints	3
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>16</b>	
<b>THIRD YEAR</b>	<b>Fall Semester</b>		<b>Spring Semester</b>	
Consider an internship in your third year or perhaps a study abroad experience.  Start taking a leadership role in a campus organization.	MKT 300 Marketing Tools	3	MKT 310 Selling Skills	3
	MKT 320 Applied Consumer Behavior	3	MKT 392 Consumer Insights	3
	BIS 300 Management Information Systems	3	BIS 380 Quantitative Analysis for Business	3
	MGT 300 Behavior in Organizations - Understanding Organizational Life	3	MGT 305 Operations Management in Business	3
	FOK: Natural Science without Lab	3	FIN 305 Principles of Finance	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
<b>FOURTH YEAR</b>	<b>Fall Semester</b>		<b>Spring Semester</b>	
Attend every professional networking event.  Be a leader - that's who companies want to hire. Make a difference in your actions.	MKT 308 Marketing & the Digital Age	3	MGT 490 Business Policy	3
	MKT Elective <sup>2</sup>	3	MKT 480 Strategic Decision Making in Marketing	3
	BUS 330 Ethics : Managerial Decision Making	3	MKT Elective <sup>2</sup>	3
	ECO 305 Foundations of International Business	3	Open Elective to reach 120 hours	3
	Open Elective to reach 120 hours	3	Open Elective to reach 120 hours	1
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>13</b>
<b>Grand Total of Credits</b>			<b>120</b>	

**Notes:**

Following this plan will allow you to complete your B.S.B.A. degree in Marketing and the required minor in Business in four years (eight semesters), assuming you meet minimum performance expectations in all courses. Give careful attention to course prerequisites, as they are strictly enforced. If you choose to earn your degree over a period longer than four years, the basic sequence of courses shown above will still apply in most cases. If you decide to deviate from the recommended sequence, you should consult with the College of Business Center for Student Excellence for assistance in developing an alternative plan.

<sup>1</sup>The Bachelor of Science in Business Administration (B.S.B.A.) with a major in Marketing is a selective admissions program. Students enter the program as a Pre-Marketing major. Upon completion of the six courses in the selective admissions group (ACC 200, ACC 201, BUS 230, ECO 200, ECO 201, and MKT 205) with a grade of C- or better in each and the achievement of an overall NKU GPA of 2.50 or 2.50 GPA in six selective admissions courses are admitted to the college as a B.S.B.A. Marketing major.

<sup>2</sup>Marketing majors are required to take two MKT Electives at 300/400 level (6 credits).