

# SAMPLE 4-YEAR PLAN: MARKETING B.S.B.A.

## Haile/US Bank College of Business

### Northern Kentucky University

This is **one way** a student can complete this program in four years if the student requires no remedial courses.

MAJOR: Marketing (with the required Minor in Business)

Marketing Specialization Tracks:

- Comprehensive Marketing
- Marketing Research

All marketing majors must choose a specialization track at the time of completing the selective admission certification course group for admission into the marketing major (usually no later than your fifth semester). The four-year program of study for all specialization tracks is the same for the first three years (six semesters) of study, so specialization tracks can easily be changed prior to the beginning of your seventh semester.

FIRST YEAR	Fall Semester		Spring Semester	
	Join the Marketing club to learn more about your major and meet your professors.  Have a good time, but get up and go to class!  Don't get behind on your mathematics and statistics requirements – that's the most common reason for falling behind in your four-year program.	MAT 109 Algebra for College Students (or ACT $\geq 23$ ) <sup>3</sup>	3	MAT 114 Finite Mathematics <sup>1,2</sup>
	ENG 101 College Writing <sup>1,2</sup>	3	LIN 175 Information Literacy	3
	Gen Ed: Culture and Creativity	3	Gen Ed: Scientific and Quantitative Inquiry; Natural Sciences with lab	4
	INF 101 Computer Literacy and Informatics <sup>3</sup>	3	CMST 101 Public Speaking	3
	Gen Ed: Self and Society: Individual and Society	3	Gen Ed: Self and Society; Cultural Pluralism	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>
SECOND YEAR	Fall Semester		Spring Semester	
Plan on finishing all CoB selective admission courses by the end of your fourth semester so you'll have complete access to 300-level courses.	STA 212 Statistics for Business Applications <sup>2</sup>	3	MKT 205 Principles of Marketing	3
	ACC 200 Principles of Accounting I-Financial <sup>2</sup>	3	ACC 201 Principles of Accounting II-Managerial <sup>2</sup>	3
	ECO 200 Principles of Macroeconomics <sup>1,2</sup>	3	ECO 201 Principles of Microeconomics <sup>2</sup>	3
	ENG 291 Advanced College Writing <sup>1,2</sup>	3	BUS 230 Legal Environment <sup>2</sup>	3
	Gen Ed: Scientific and Quantitative Inquiry; Natural Sciences without lab (suggested: INF 120 Elementary Programming)	4	Gen Ed: Culture and Creativity (suggested: POP 205 Introduction to Popular Culture)	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
THIRD YEAR	Fall Semester		Spring Semester	
Decide which specialization track you wish to follow to your degree and complete your certification as a marketing major.  Consider a study abroad experience in the summer between your third and fourth years.  Start taking a leadership role in the Marketing club or other campus organizations.	BIS 380 Quantitative Analysis with Excel	3	ECO 305 International Context for Business <sup>4</sup>	3
	MGT 300 Behavior in Organizations: Understanding Organizational Life <sup>4</sup>	3	BIS 300 Management Information Systems <sup>4</sup>	3
	MKT 300 Marketing Management <sup>3,5</sup>	3	BUS 330 Ethics: Managerial Decision Making <sup>4</sup>	3
	MKT 320 Consumer Behavior <sup>5</sup>	3	MKT 392 Consumer Insights <sup>5</sup>	3
	ENG 340 Business Writing <sup>5</sup>	3	MKT 333 Global and Cultural Issues in Marketing <sup>5</sup>	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>

#### FOURTH YEAR – Comprehensive Marketing Specialization Track

	Fall Semester		Spring Semester	
	Attend every professional networking event that you can.	MGT 305 Operations Management in Business <sup>4</sup>	3	MGT 490 Business Policy <sup>4</sup>
Consider using an internship for one of your MKT electives.	MKT 310 <sup>5</sup> Building and Managing Customer Relations		MKT 480 Strategic Decision Making in Marketing <sup>5</sup>	3
Be a leader – that’s who companies want to hire. Make a difference with your actions.	FIN 305 Principles of Finance <sup>4</sup>	3	Elective	3
	MKT elective <sup>5,6</sup> (for specialization)	3	Elective	3
	Gen Ed: Global Viewpoints	3	Elective	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
<b>GRAND TOTAL OF CREDITS</b>				<b>121</b>

FOURTH YEAR – Marketing Research Specialization Track				
	Fall Semester		Spring Semester	
	Attend every professional networking event that you can.	MGT 305 Operations Management in Business <sup>4</sup>	3	MGT 490 Business Policy <sup>4</sup>
Consider using an internship for one of your MKT electives.	MKT 310 Building and Managing Customer Relations <sup>5</sup>	3	MKT 492 Advanced Marketing Research <sup>5</sup>	3
Be a leader – that’s who companies want to hire. Make a difference with your actions.	FIN 305 Principles of Finance <sup>4</sup>	3	Elective	3
	SOC 322 Qualitative Research Methods -- OR -- BIS 384	3	Elective	3
	Gen Ed: Global Viewpoints	3	Elective	3
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>
<b>GRAND TOTAL OF CREDITS</b>				<b>121</b>

**Notes:** Following this plan will allow you to complete your B.S.B.A. degree in marketing with the specialization of your choice and the required minor in business in four years (eight semesters), assuming you meet performance expectations in all courses. Like all business degree programs, marketing is tightly structured. You should 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 advising center for assistance in developing an alternative plan.

<sup>1</sup> Meets university general education requirement.

<sup>2</sup> College of Business selective admission certification course group (grade of C- or better in each course and average GPA of 2.50 or better over the 10 course group required to certify in major).

<sup>3</sup> Prerequisite for later required course.

<sup>4</sup> College of Business core course.

<sup>5</sup> Marketing program course group (grade of C or better in all program courses required to graduate).

<sup>6</sup> Marketing elective courses for the comprehensive track are: MKT 307, MKT 308, MKT 370, MKT 492.