

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 ACT score in MAT 109 Algebra for College.

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

FIRST YEAR	Fall Semester		Spring Semester	
If you are unsure what BSBA major is right for you, BUS 101 Introduction to Business is highly recommended – you'll get an overview of all majors.	FOK: Written Communication I	3	FOK: Written Communication II	3
	FOK: Culture and Creativity	3	FOK: Oral Communication	3
	BIS 101 Computer Literacy	3	FOK: Natural Science with Lab	4
	BUS 101 Introduction to Business (recommended)	3	FOK: Individual and Society ECO 201 Principles of Microeconomics ¹	3
	MAT 109 Algebra for College	3	FOK: Mathematics & Statistics MAT 114 Finite Mathematics	3
	Total	15	Total	16
SECOND YEAR	Fall Semester		Spring Semester	
Complete all selective admission courses by the end of your sophomore year and be admitted into your BSBA major.	ACC 200 Principles of Accounting I-Financial ¹	3	ACC 201 Principles of Accounting II-Managerial ¹	3
	ACC 200L Financial Accounting Lab	1	ECO 200 Principles of Macroeconomics ¹	3
	FOK: Cultural Pluralism	3	MKT 205 Principles of Marketing ¹	3
	FOK: Global Viewpoints	3	BUS 230 Legal Environment of Business ¹	3
	FOK: Natural Science	3	BUS 201 Haile Professionals	1
	FOK: Individual and Society	3	FOK: Culture and Creativity	3
	Total	16	Total	16
THIRD YEAR	Fall Semester		Spring Semester	
Think about MKT electives: 2 courses you choose to further career development. Join student organizations. Plan an internship for junior or senior year. Consider study abroad opportunities.	BIS 380 Quantitative Analysis with Excel	3	FIN 305 Principles of Finance	3
	MGT 300: Behavior in Organizations: Understanding Organizational Life	3	BIS 300 Management Information Systems	3
	STA 212 Statistics for Business Applications I	3	ECO 305 Foundations of International Business	3
	MKT 300 Marketing Tools	3	MKT 310 Selling Skills	3
	MKT 320 Applied Consumer Behavior	3	MKT 392 Consumer Insights	3
	Total	15	Total	15
FOURTH YEAR	Fall Semester		Spring Semester	
Become a leader in a student organization. Make the most of free electives-they are opportunities to further develop skills and knowledge.	BUS 330 Ethics: Managerial Decision-Making	3	Major elective	3
	MGT 305 Operations Management in Business	3	Free elective	3
	MKT 308 Marketing in the Digital Age	3	MKT 480 Marketing Planning and Analysis	3
	Major elective	3	MGT 490 Business Policy	3
	Free elective	3		
	Total	15	Total	12
			Grand Total of Credits	120

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 Advising Center for assistance in developing an alternative plan.

¹The Bachelor of Science in Business Administration (B.S.B.A.) with a major in Marketing is a selective admission program. Students enter the program as a Pre-Marketing major. Upon completion of the six courses in the selective admission 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 2.500 or better, students are officially admitted to the college as a BSBA

Marketing major. All transfer students enter as pre-majors and must complete a minimum of 12 credit hours at NKU in order to establish the NKU GPA for selective admission into the major, regardless of individual course completion status.