



KU School of Business
Marketing Program Guide
Plan: MKTGB-BSB



General Education

- | | |
|--|--|
| <input type="checkbox"/> ENGL 101 | <input type="checkbox"/> Humanities 2 |
| <input type="checkbox"/> ENGL 102 or 105 | <input type="checkbox"/> Humanities 3 |
| <input type="checkbox"/> COMS 130 or ENGL 200+ | <input type="checkbox"/> PSYC 104 |
| <input type="checkbox"/> MATH 115 or MATH 121 | <input type="checkbox"/> Culture & Society |
| <input type="checkbox"/> MATH 116 or MATH 122 | <input type="checkbox"/> Natural Science w/lab |
| <input type="checkbox"/> Humanities 1 | <input type="checkbox"/> Natural Science w/o lab |

International Dimension Requirement (IDR)

- Option One: Foreign Language through 4th level
 Option Two: International Studies
 A. Study Abroad **OR**
 B. Contemporary regional/International studies/
 International business
 See IDR Sheet for more information and a full list of approved courses

Pre-Admission

- ACCT 200
- ACCT 201
- DSCI 301
- IST 301
- ECON 142
- ECON 144

Core Courses

- MKTG 310
- SCM 310
- FIN 310
- MGMT 310
- BLAW 301
- BE 301

Major Courses

- MKTG 411: Introduction to Consumer Behavior
- MKTG 415: Marketing Research for Managers
- MKTG 435: Marketing Strategy
- MKTG 400+
- MKTG 400+
- MKTG 400+
- MKTG 400+

Capstone

- MGMT 498

ADDITIONAL GRADUATION REQUIREMENTS

Hours Required		Grade Point Averages (2.2 min)	
Total:	124	Overall:	_____
Residency:	30	KU Professional:	_____
Junior/Senior: (300+)	45	KU Marketing GPA (min 2.5)	_____

Updated 6/09

Student & Academic Services | 1300 Sunnyside Ave. Rm. 206 | Lawrence, KS 66045 | (785) 864-7500 | www.business.ku.edu

We're not business as usual.