

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

Haile 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)

Key:

General Education (Foundation of Knowledge)
Courses required for major
Courses required for 2nd major/minor or electives

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 will get an overview of all business majors.	BIS 101 Fundamentals of Business Computing	3	ECO 100 Principles of Macroeconomics ¹	3
	MAT 102 Introductory College Algebra	2	FOK: Written Communication II	3
	BUS 101 Introduction to Business (recommended)	1	FOK: Culture & Creativity II	3
	FOK: Written Communication I	3	FOK: Natural Science with Lab	4
	FOK: Culture & Creativity I	3	MAT 114 Finite Mathematics	3
	FOK: Cultural Pluralism (SPB 200 recommended)	3		
	Total	15	Total	16
SECOND YEAR	Fall Semester		Spring Semester	
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 Introductory Financial Accounting ¹	3	ACC 201 Introductory Managerial Accounting ¹	3
	STA 205 Introduction to Statistical Methods	3	BUS 230 Legal Environment ¹	3
	ECO 101 Principles of Microeconomics ¹	3	BUS 301 Business Professionalism/Career Prep	3
	MKT 205 Principles of Marketing ¹	3	FOK: Natural Science without Lab	3
	FOK: Oral Communication	3	FOK: Individual & Society	3
Total	15	Total	15	
THIRD YEAR	Fall Semester		Spring Semester	
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 388 Consumer Insights	3
	BIS 300 Management Information Systems	3	BIS 380 Quantitative Analysis for Business	3
	MGT 300 Behavior in Organizations	3	MGT 305 Operations Management in Business	3
	FOK: Global Viewpoints	3	FIN 305 Principles of Finance	3
Total	15	Total	15	
FOURTH YEAR	Fall Semester		Spring Semester	
Attend every professional networking event. Be a leader - that's who companies want to hire. Make a difference in your actions.	MKT 308 Integrated Marketing Communications	3	MGT 490 Business Policy	3
	MKT Elective ²	3	MKT 480 Strategic Marketing	3
	BUS 330 Ethics : Managerial Decision Making	3	MKT Elective ²	3
	ECO 305 Foundations of International Business	3	Open Elective to reach 120 hours ³	3
	Open Elective to reach 120 hours ³	3	Open Elective to reach 120 hours ³	2
Total	15	Total	14	
			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 Center for Student Excellence 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 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 100, ECO 101, 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.

²Marketing majors are required to take two MKT Electives at 300/400 level, which includes SPB 305 as an option. (6 credits).

³Marketing majors are encouraged to take BIS 320 Descriptive Analytics & Visualization to fulfill open elective hours.