

Marketing

Gatton College of Business & Economics



Contact: Rachel Clark - rachel.clark@uky.edu

Develop the tools to succeed in today's fast-moving, data-driven, increasingly digital markets. You'll build strong communication skills, an understanding of consumer psychology, and expertise in research and market analysis, preparing you for careers in product management, advertising and sales, marketing research, and more.

Total Hours Required for Degree: 120 - 121

Freshman Year Credit Hours: 32 - 33

FALL SEMESTER	16 - 17	SPRING SEMESTER	16
UK Core - Comp. & Comm. I	3	UK Core - Comp. & Comm. II	3
MA 109 MA 109 - COLLEGE ALGEBRA	3	MA 123 MA 123 - ELEMENTARY CALCULUS AND ITS APPLICATIONS	4
UK Core course	3	UK Core course	3
UK Core course	3	UK Core course	3
UK Core course	3	UK Core course	3
UK 101 UK 101 - ACADEMIC ORIENTATION	1 - 2	UK Core course	3

Sophomore Year Credit Hours: 31

Apply for Upper-Division

FALL SEMESTER	15	SPRING SEMESTER	16
ECO 201 ECO 201 - PRINCIPLES OF ECONOMICS I	3	ECO 202 ECO 202 - PRINCIPLES OF ECONOMICS II	3
ACC 201 ACC 201 - FINANCIAL ACCOUNTING I	3	ACC 202 ACC 202 - MANAGERIAL USES OF ACCOUNTING INFORMATION	3
STA 296 STA 296 - STATISTICAL METHODS AND MOTIVATIONS	3	MGT 301 MGT 301 - BUSINESS MANAGEMENT	3
MKT 300 MKT 300 - MARKETING MANAGEMENT	3	MA 162 MA 162 - FINITE MATHEMATICS AND ITS APPLICATIONS	3
Elective	3	Elective	3
		B&E 105 B&E 105 - TECHNOLOGY FOR BUSINESS SOLUTIONS	1

Junior Year Credit Hours: 30

FALL SEMESTER	15	SPRING SEMESTER	15
MKT 310 MKT 310 - CONSUMER BEHAVIOR	3	MKT 340 MKT 340 - INTRODUCTORY MARKETING RESEARCH	3
ECO 391 ECO 391 - ECONOMIC AND BUSINESS STATISTICS.	3	MKT 300 level and above	3
CIS 300 CIS 300 - STRATEGIC BUSINESS AND PROFESSIONAL COMMUNICATION (W)	3	AN 300 AN 300 - ANALYZING BUSINESS OPERATIONS	3
FIN 300 FIN 300 - CORPORATION FINANCE	3	Elective	3
Elective	3	Elective	3

Senior Year Credit Hours: 27

****Register for Commencement****

FALL SEMESTER	15	SPRING SEMESTER	12
MKT 300 level and above	3	MKT 450 MKT 450 - MARKETING STRATEGY AND PLANNING	3
MGT 340 MGT 340 - ETHICAL AND REGULATORY ENVIRONMENT	3	MKT 300 level and above	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3		

University of Kentucky is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or online at www.sacscoc.org for questions about the accreditation of University of Kentucky.

Current UK students: Please login to <http://myUK.uky.edu> to access your personalized major map and degree audit via the Graduation Planning System (GPS). This major map is the curriculum requirements for completion of the degree program only and is not a personalized audit based on your completed coursework. This major map does not reflect entrance requirements for selective majors. Please consult with the college to learn more about admission to this major.