



## Marketing (BBA) | Gatton College of Business & Economics

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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.

### Freshman Year

#### FALL SEMESTER

UK Core - Comp. & Comm. I - **3**  
 MA 109 - COLLEGE ALGEBRA - **3**  
 UK Core course - **3**  
 UK Core course - **3**  
 UK Core course - **3**  
 UK 101 - ACADEMIC ORIENTATION - **1**

**TOTAL HOURS: 16**

Total Freshman Hours: 32

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#### SPRING SEMESTER

UK Core - Comp. & Comm. II - **3**  
 MA 123 - ELEMENTARY CALCULUS AND ITS APPLICATIONS - **4**  
 UK Core course - **3**  
 UK Core course - **3**  
 UK Core course - **3**

**TOTAL HOURS: 16**

### Sophomore Year

#### FALL SEMESTER

ECO 201 - PRINCIPLES OF ECONOMICS I - **3**  
 ACC 201 - FINANCIAL ACCOUNTING I - **3**  
 STA 296 - STATISTICAL METHODS AND MOTIVATIONS - **3**  
 MKT 300 - MARKETING MANAGEMENT - **3**  
 Elective - **3**

**TOTAL HOURS: 15**

Total Sophomore Hours: 31

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#### SPRING SEMESTER

ECO 202 - PRINCIPLES OF ECONOMICS II - **3**  
 ACC 202 - MANAGERIAL USES OF ACCOUNTING INFORMATION - **3**  
 MGT 301 - BUSINESS MANAGEMENT - **3**  
 MA 162 - FINITE MATHEMATICS AND ITS APPLICATIONS - **3**  
 Elective - **3**  
 B&E 105 - TECHNOLOGY FOR BUSINESS SOLUTIONS - **1**

**TOTAL HOURS: 16**

### Junior Year

#### FALL SEMESTER

MKT 310 - CONSUMER BEHAVIOR - **3**  
 ECO 391 - ECONOMIC AND BUSINESS STATISTICS. - **3**  
 CIS 300 - STRATEGIC BUSINESS AND PROFESSIONAL COMMUNICATION (W) - **3**  
 FIN 300 - CORPORATION FINANCE - **3**  
 Elective - **3**

**TOTAL HOURS: 15**

Total Junior Hours: 30

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#### SPRING SEMESTER

MKT 340 - INTRODUCTORY MARKETING RESEARCH - **3**  
 MKT 300 level and above - **3**  
 AN 300 - ANALYZING BUSINESS OPERATIONS - **3**  
 Elective - **3**  
 Elective - **3**

**TOTAL HOURS: 15**

# Senior Year

## FALL SEMESTER

MKT 300 level and above - **3**

MGT 340 - ETHICAL AND REGULATORY ENVIRONMENT -MKT 300 level and above - **3**

**3**

Elective - **3**

Elective - **3**

Elective - **3**

**TOTAL HOURS: 15**

Total Senior Hours: 27

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## SPRING SEMESTER

MKT 450 - MARKETING STRATEGY AND PLANNING - **3**

MKT 300 level and above - **3**

Elective - **3**

Elective - **3**

**TOTAL HOURS: 12**

**Total Minimum hours Required for Degree: 120 hours**

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