Marketing

Carol Martin Gatton
College of Business and Economics

Other College Requirements

*Students must complete one of the following courses:
ANT 101 Introduction to Anthropology .................................................. 3
PSY 100 Introduction to Psychology ...................................................... 3
SOC 101 Introduction to Sociology ....................................................... 3

Students must complete one of the following courses:
COM 181 Basic Public Speaking ......................................................... 3
COM 252 Introduction to Interpersonal Communication ......................... 3
COM 281 Communication in Small Groups ........................................... 3
COM 287 Persuasive Speaking .............................................................. 3
TA 225 Vocal Production for the Stage I .......................... 3
or complete a bypass examination ...................................................... 3

*This one course may be used toward the USP Social Science Requirement.

Subtotal: Other College Hours .................................................. 6-7

Major Requirements

To graduate with a Bachelor of Business Administration degree, a student is required to have at least 18 credit hours as follows:

MKT 310 Consumer Behavior ......................................................... 3
MKT 340 Introductory Marketing Research ............................................ 3
MKT 450 Marketing Strategy and Planning ........................................... 3

plus three of the following:
MKT 320 Retail and Distribution Management ...................................... 3
MKT 330 Promotion Management ....................................................... 3
MKT 390 Special Topics in Marketing (Subtitle required) ....................... 1-3
MKT 410 Personal Selling ................................................................ 3
MKT 415 Internet Marketing ............................................................... 3
MKT 425 Franchising ................................................................... 3
MKT 430 Services Marketing Management ............................................ 3
MKT 435 International Marketing ......................................................... 3
MKT 445 Sports Marketing ................................................................. 3

Subtotal: Electives: Major Hours .................................................. 18

Electives

See “Electives” below. Students must complete a minimum of 120 hours to graduate with a degree in Business Administration.

TOTAL HOURS: ...................................................................... 120

Electives

Each of the degree programs affords the student considerable opportunity and freedom of choice to take elective courses. The number of electives will vary depending on student and major. Each student must meet the general minimum hours for graduation (accounting majors – 121; all other majors – 120). Students pursuing a second degree must have a minimum of 144 hours. Twelve hours of electives must be taken from courses outside the Gatton College of Business and Economics (six of these hours, if taken for a letter grade, may be used to satisfy the USP elective requirement). Military science (lower division), music performance, KHP activity courses, and UK 101/201 (one credit) courses do not count for electives. A maximum of six hours of technical courses can be counted for electives. A total of four electives may be taken on a pass/fail basis if they are not being used for any other type of requirement, nor taught through the student’s major department(s).

2006-2007 Series
Marketing • 2

College Requirements
To graduate from the Gatton College of Business and Economics, a student must have a total of 120 credit hours (exclusive of lower division military science courses, physical education service courses, and performance-type courses) with a 2.0 grade-point standing. (Accounting majors complete a minimum of 121 credit hours.) Students are required to earn at least 50 percent of their business credit hours required for the business degree at the University of Kentucky. A minimum GPA of 2.00 is required in all courses taken at the University of Kentucky used to satisfy the College core. Additionally, a minimum GPA of 2.00 is required in all courses taken at the University of Kentucky used to satisfy upper division departmental requirements.

In addition to fulfilling the First Year Writing Requirement (ENG 104), students must also complete ENG 203, Business Writing; ENG 203 fulfills the Graduation Writing Requirement.

Each student’s undergraduate curriculum must have a general education component which comprises at least 50 percent of the total credit hours required for obtaining a bachelor’s degree in the Gatton College of Business and Economics. Up to nine semester hours of economics and up to six semester hours of statistics may be counted as part of the general education curriculum.

Policy on Experiential Education
Carol Martin Gatton College of Business and Economics’ faculty work with the Office of Experiential Education to provide students with the opportunity to intern in a business-related field. The College allows a student to apply toward graduation up to six credit hours (pass/fail option only) of EXP 396/internship credit earned at the University of Kentucky. The maximum credit hours each semester that can be applied toward graduation for EXP 396/internship credit is three. Credits earned for other internship courses throughout the University are included in the three hours per semester and the six hour maximum for graduation credit. For further information, contact the Office of Experiential Education at (859) 257-3632.