



Marketing

Gatton College of Business and Economics

Students in the marketing program earn the Bachelor of Business Administration degree. In addition to fulfilling University Studies requirements, students complete the College requirements, premajor and major requirements, and College core requirements listed below.

Admission Policy

Admission to the University is sufficient for admission to the Gatton College of Business and Economics for students with less than a junior standing. However, lower division admission to the college or any admission to the University does not guarantee upper division admission to one of the degree programs in the Gatton College of Business and Economics. In general, admission depends upon the qualifications and preparation of the applicants, as well as the availability of resources for maintaining quality instruction.

Upper division admission into a degree program is necessary in order to be granted a baccalaureate degree from the Gatton College of Business and Economics.

The upper division admission requirements for the 2010-2011 academic year are a minimum 3.0 cumulative GPA or the minimum current Annual Admission GPA, whichever is lower; and a minimum 3.0 premajor GPA or the minimum current Annual Admission GPA, whichever is lower.

University Studies Requirements

See "University Studies Program" on pages 84-88 of the 2010-2011 UK Bulletin for complete University Studies requirements.

Premajor Requirements

Hours

Students must complete 23-28 credit hours taken from the following courses:

University First Year Writing Requirement	4
ACC 201 Financial Accounting I	3
ACC 202 Managerial Uses of Accounting Information	3
*ECO 201 Principles of Economics I	3
ECO 202 Principles of Economics II	3
STA 291 Statistical Method	3
MA 123 Elementary Calculus and Its Applications and	
MA 162 Finite Mathematics and Its Applications	6
or	
MA 113 Calculus I	4
B&E 102 Microsoft Office Specialist – Word	0
B&E 103 Microsoft Office Specialist – PowerPoint	0
B&E 104 Microsoft Office Specialist – Excel	0

Subtotal: Premajor Hours **23-28**

**May also be used toward partial fulfillment of USP Social Science Requirement.*

Suggested Premajor Curriculum

Freshman Year

Fall Semester

Hours

ENG 104 Writing: An Accelerated Foundational Course	4
USP Social Science	3 or 4
MA 109 College Algebra	
or	
MA 123 Elementary Calculus and its Applications	
or	
MA 113 Calculus I	
plus	
MA 193 Supplementary Mathematics Workshop I	3 or 5

USP Natural Science	3
UK 101 Academic Orientation	1
Total	14-17

Spring Semester

USP Cross-Cultural	3
MA 123 Elementary Calculus and its Applications	
or	
MA 162 Finite Mathematics and its Applications	3
USP Natural Science	3
B&E Oral Communication Requirement	3
USP Humanities	3
B&E 102 Microsoft Office Specialist – Word	0
Total	15

Sophomore Year

Fall Semester	Hours
ECO 201 Principles in Economics I	3
ACC 201 Financial Accounting I	3
USP Humanities	3
MA 162 Finite Mathematics and its Applications	
or	
STA 291 Statistical Method	3
USP Elective	3
B&E 103 Microsoft Office Specialist – PowerPoint	0
Total	15

Spring Semester

ECO 202 Principles in Economics II	3
ACC 202 Managerial Uses of Accounting Information	3
STA 291 Statistical Method	
or	
Elective	3
ENG 203 Business Writing (Completes Graduation Writing Requirement)	3
USP Elective	3
B&E 104 Microsoft Office Specialist – Excel	0
Total	15

College Core

Hours

The Core, a total of 18 credit hours, consists of the following courses:

MKT 300 Marketing Management	3
FIN 300 Corporation Finance	3
MGT 301 Business Management	3
MGT 340 Ethical and Regulatory Environment	3
DIS 300 Analyzing Business Operations	3
ECO 391 Economic and Business Statistics	3

Subtotal: College Core Hours **18**

Other College Requirements

Hours

ENG 203 Business Writing	3
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*Students must complete **one** of the following courses:

ANT 101 Introduction to Anthropology	
PSY 100 Introduction to Psychology	
SOC 101 Introduction to Sociology	3-4

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Students must complete **one** of the following courses:

B&E 240 Intercultural Business Communication	
COM 181 Basic Public Speaking	
COM 252 Introduction to Interpersonal Communication	
COM 281 Communication in Small Groups	
COM 287 Persuasive Speaking	
TA 225 Vocal Production for the Stage I	
or	
complete a bypass examination	3
*This one course may be used toward the USP Social Science Requirement.	

Subtotal: Other College Hours 9-10

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 430 Services Marketing Management	3
MKT 435 International Marketing	3
MKT 445 Sports Marketing	3

Subtotal: 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

Suggested Upper-Division Marketing Curriculum

Junior Year

Fall Semester	Hours
MKT 300 Marketing Management	3
MGT 301 Business Management	3
ECO 391 Economic and Business Statistics	3
FIN 300 Corporation Finance	3
Elective	3
Total	15

Spring Semester

MGT 340 Ethical and Regulatory Environment	3
MKT 340 Introductory Marketing Research	3
MKT 3-	
or	
DIS 300 Analyzing Business Operations	3
Elective	3
Elective and/or	
B&E 300 Career Development in Business and Economics (1 credit)	1-4
Total	13-16

Senior Year

Fall Semester

	Hours
MKT 3- or 4-	3
MKT 3- or 4-	3
DIS 300 Analyzing Business Operations	
or	
Elective	3
Elective	3
Elective	3
Total	15

Spring Semester

MKT 450 Marketing Strategy and Planning	3
MKT 3- or 4-	3
Elective	3
Elective	3
Elective	3
Total	15

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 the student and their major. Each student must meet the general minimum hours for graduation. Students pursuing a second degree must have a minimum of 144 hours. Military science (lower division), music performance, and KHP activity 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).

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. 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 may fulfill the Graduation Writing Requirement.

Each student's undergraduate curriculum must include at least 60 earned credit hours of courses outside 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

Gatton College of Business and Economics' faculty work with the James W. Stuckert Career Center 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, visit: www.uky.edu/CareerCenter/