

Marketing

Gatton College of Business and Economics

Students in the marketing program earn the Bachelor of Business Administration degree. In addition to fulfilling UK Core 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 2014-2015 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.

UK Core Requirements

See the *UK Core* section of the 2014-2015 *Undergraduate Bulletin* for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity

Choose one course from approved list 3

II. Intellectual Inquiry in the Humanities

Choose one course from approved list 3

III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list 3

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I 3

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II 3

VII. Quantitative Foundations

MA 123 Elementary Calculus and its Applications
or
MA 113 Calculus I 4

VIII. Statistical Inferential Reasoning

Recommended:
STA 210 Making Sense of Uncertainty:
An Introduction to Statistical Reasoning 3

IX. Community, Culture and Citizenship in the USA

Choose one course from approved list 3

X. Global Dynamics

Choose one course from approved list 3

Subtotal: UK Core hours 31

Graduation Composition and Communication Requirement (GCCR)

CIS 300 Strategic Business and Professional Communication (W) 3

Graduation Composition and Communication Requirement hours (GCCR) 3

Premajor Requirements

Hours

Students must complete 26-29 credit hours taken from the following courses:

*CIS/WRD 110 Composition and Communication I 3
*CIS/WRD 111 Composition and Communication II 3
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 Methods 3

*MA 123 Elementary Calculus and Its Applications **and**
MA 162 Finite Mathematics and Its Applications 7

or
MA 113 Calculus I 4

B&E 105 Technology for Business Solutions 1

Subtotal: Premajor hours 26-29

**CIS/WRD 110, CIS/WRD 111, and MA 123 may also be used toward partial fulfillment of UK Core requirements.*

Suggested Premajor Curriculum

Freshman Year

Fall Semester

Hours

CIS/WRD 110 Composition and Communication I 3
UK Core – Social Sciences 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

UK Core – Natural/Physical/Mathematical Sciences 3

UK 101 Academic Orientation 1-2

Total 13-17

Spring Semester

UK Core – U.S. Citizenship 3

MA 123 Elementary Calculus and its Applications

or
MA 162 Finite Mathematics and its Applications 3-4

UK Core – Arts and Creativity 3

CIS/WRD 111 Composition and Communication II 3

UK Core – Humanities 3

Total 15-16

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Marketing • 2

Sophomore Year

Fall Semester	Hours
ECO 201 Principles in Economics I	3
ACC 201 Financial Accounting I	3
UK Core – Global Citizenship	3
MA 162 Finite Mathematics and its Applications	3
**STA 210 Making Sense of Uncertainty:	
An Introduction to Statistical Reasoning	3
B&E 105 Technology for Business Solutions	1
Total	16

Spring Semester	
ECO 202 Principles in Economics II	3
ACC 202 Managerial Uses of Accounting Information	3
STA 291 Statistical Methods	3
CIS 300 Strategic Business and Professional Communication (W)	3
Elective	3
Total	15

**STA 210 fulfills the UK Core Statistical Inferential Reasoning requirement.

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
AN 300 Analyzing Business Operations	3
ECO 391 Economic and Business Statistics	3
Subtotal: College Core hours	18

Other College Requirements	Hours
CIS 300 Strategic Business and Professional Communication (W)	3
Subtotal: Other College hours	3

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 310 Consumer Behavior	3
Elective	3
Elective	3
Total	15

Senior Year

Fall Semester	Hours
MKT 3– or 4–	3
MKT 3– or 4–	3
AN 300 Analyzing Business Operations	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.

Students must complete CIS 300, Strategic Business and Professional Communication (W). CIS 300 fulfills the Graduation Composition and Communication Requirement (GCCR).

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 toward the number of earned credit hours outside the Gatton College of Business and Economics.

Policy on Experiential Education

Gatton College of Business and Economics’ faculty work with the Graham Office of Career Management 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.gatton.uky.edu/career