

## Bachelor of Business Administration: Marketing

Year 1			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
UK Core: C&C 1	3	UK Core: C&C 2	3
MA 109	3	MA 123 <sup>2</sup>	4
UK Core <sup>1</sup>	3	UK Core <sup>1</sup>	3
UK Core <sup>1</sup>	3	UK Core <sup>1</sup>	3
UK Core <sup>1</sup>	3	UK Core <sup>1</sup>	3
UK 101	1		
	<hr/> 16		<hr/> 16
Year 2			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
ECO 201	3	ECO 202	3
ACC 201	3	ACC 202	3
UK Core: STA 296	3	MGT 301	3
MKT 300	3	MA 162 <sup>2</sup>	3
Elective	3	Elective	3
	<hr/> 15	AN 105	1
		<b>Apply for Upper-Division<sup>3</sup></b>	<hr/> 16
Year 3			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
MKT 310	3	MKT 340	3
ECO 391	3	MKT 3++ <sup>4</sup>	3
CIS 300	3	AN 300	3
FIN 300	3	Elective	3
Elective	3	Elective	3
	<hr/> 15		<hr/> 15
Year 4			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
MKT 3++ <sup>4</sup>	3	MKT 450	3
MGT 340	3	MKT 3++ <sup>4</sup>	3
Elective	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	3
<b>Apply for Graduation<sup>6</sup></b>	0	<b>Register for Commencement</b>	0
	<hr/> 15		<hr/> 15

<sup>1</sup> UK Core must include one of each of the following course categories:

Inquiry: Arts and Creativity

Inquiry: Social Sciences

Inquiry: Natural, Physical, and Mathematical Sciences

Inquiry: Humanities

Global Dynamics

Community, Culture, Citizenship in the US

<sup>2</sup> MA 123 and 162 can be replaced with MA 113 (you must take the supplemental workshop 193 as well).

<sup>3</sup> Cumulative and Pre-major GPA of 2.8 is required for admission to Upper-Division. You must be in progress to complete your final pre-major courses to file the application. Go to [mygatton.uky.edu](http://mygatton.uky.edu) to apply.

<sup>4</sup> MKT 3++ can be any MKT course at or above the 300 level and should be decided based on your career interest.

<sup>5</sup> Application for graduation can be filed via myUK on your "Records" tab.

\*Total hours must be equal to or greater than 120 to qualify for graduation upon completion of required courses.

\*\*If adjustments to this plan are needed, consult an academic advisor to ensure that course sequencing remains intact.