### Marketing

Students in the marketing program earn the Bachelor of Business Administration degree. In addition to fulfilling UK Core requirements, students complete the College requirements, pre-major 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 2020-2021 academic year are a minimum 3.0 cumulative GPA or the minimum current Annual Admission GPA, whichever is lower; and a minimum 3.0 pre-major GPA or the minimum current Annual Admission GPA, whichever is lower.

#### UK Core Requirements

See the UK Core section of the 2020-2021 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.

**II. Intellectual Inquiry in the Humanities**

Choose one course from approved list.

**III. Intellectual Inquiry in the Social Sciences**

Choose one course from approved list.

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

Choose one course from approved list.

**V. Composition and Communication I**

CIS/WRD 110 Composition and Communication I

* CIS/WRD 112 Accelerated Composition and Communication II

**VI. Composition and Communication II**

CIS/WRD 111 Composition and Communication II

* CIS/WRD 112 Accelerated Composition and Communication II

**VII. Quantitative Foundations**

MA 123 Elementary Calculus and its Applications

* MA 113 Calculus I

* MA 137 Calculus I with Life Science Applications

**VIII. Statistical Inferential Reasoning**

STA 296 Statistical Methods and Motivations

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### Marketing

#### IX. Community, Culture and Citizenship in the USA

Choose one course from approved list.

#### X. Global Dynamics

Choose one course from approved list.

#### Subtotal: UK Core hours

28-31

Students who have an AP English Language and Composition score of 4 or 5, an ACT English score of 32 or higher, an SAT verbal score of 720 or higher, or have been accepted into the University’s Honors Program may fulfill the Composition and Communication I and II requirement with CIS/WRD 112.

#### Graduation Composition and Communication Requirement (GCCR)

CIS 300 Strategic Business and Professional Communication

#### Graduation Composition and Communication Requirement hours (GCCR)

3

#### Premajor Requirements Hours

Students must complete 20-26 credit hours taken from the following courses:

* CIS/WRD 110 Composition and Communication I

* CIS/WRD 110 Composition and Communication II

* CIS/WRD 111 Composition and Communication II

* ACC 201 Financial Accounting I

* ACC 202 Managerial Uses of Accounting Information

* ECO 201 Principles of Economics I

* ECO 202 Principles of Economics II

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

* MA 113 Calculus I

* MA 137 Calculus I with Life Science Application

* B&E 105 Technology for Business Solutions

#### Subtotal: Premajor hours

20-26

* CIS/WRD 110, CIS/WRD 111, CIS/WRD 112, and MA 123 may also be used toward partial fulfillment of UK Core requirements.

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### Suggested Premajor Curriculum

#### Freshman Year

**Fall Semester**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIS/WRD 110 Composition and Communication I</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td></td>
</tr>
<tr>
<td>CIS/WRD 112 Accelerated Composition and Communication II</td>
<td></td>
</tr>
<tr>
<td>MA 109 College Algebra</td>
<td>3</td>
</tr>
<tr>
<td>UK 101 Academic Orientation</td>
<td>1</td>
</tr>
<tr>
<td>UK Core</td>
<td>3</td>
</tr>
<tr>
<td>UK Core</td>
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<tr>
<td>UK Core</td>
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</tr>
<tr>
<td>Total</td>
<td>16</td>
</tr>
</tbody>
</table>

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### CONTINUED

University of Kentucky is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or online at www.sacscoc.org for questions about the accreditation of University of Kentucky.
### 2020-2021 Series

#### Spring Semester
- CIS/WRD 111 Composition and Communication II ........................................... 3
- MA 123 Elementary Calculus and its Applications ........................................... 4
- UK Core ............................................................................................................. 3
- UK Core ............................................................................................................. 3
- UK Core ............................................................................................................. 3
- UK Core ............................................................................................................. 3

**Total: ..........................................................** 16

#### Fall Semester
- ECO 201 Principles in Economics I ................................................................. 3
- ACC 201 Financial Accounting I ........................................................................ 3
- MKT 300 Marketing Management ..................................................................... 3
- **STA 296 Statistical Methods and Motivations ............................................... 3**
- Elective ............................................................................................................. 3

**Total: ..........................................................** 15

#### Spring Semester
- ECO 202 Principles in Economics II ................................................................. 3
- ACC 202 Managerial Uses of Accounting Information ...................................... 3
- MGT 301 Business Management ...................................................................... 3
- MA 162 Finite Mathematics and its Applications ............................................ 3
- B&E 105 Technology for Business Solutions .................................................... 1
- Elective ............................................................................................................. 3

**Total: ..........................................................** 16

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#### Sophomore Year

- **STA 296 fulfills the UK Core Statistical Inferential Reasoning requirement.**

#### College Core

The college 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 Introduction to Business Analytics ..................................................... 3
- ECO 391 Economic and Business Statistics ..................................................... 3

**Subtotal: College Core hours .................................................................** 18

#### 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 at least nine hours of additional marketing courses**

**at or above the 300 level ...........................................................................** 9

**Subtotal: Major hours .............................................................................** 18

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Students must take at least 12 hours of the upper-division Major Requirements (two-thirds of the upper-division requirement for the major) from the University of Kentucky or through an approved Education Abroad program through the University of Kentucky or other pre-approved international partner.

#### Electives

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

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

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### Suggested Upper-Division Marketing Curriculum

#### Junior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Semester</td>
<td>MKT 310 Consumer Behavior</td>
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</tr>
<tr>
<td></td>
<td>FIN 300 Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>ECO 391 Economic and Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>CIS 300 Strategic Business and Professional Communication</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
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**Total: ..........................................................** 15

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Semester</td>
<td>MKT 340 Introductory Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT 3– or 4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>AN 300 Introduction to Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total: ..........................................................** 15

#### Senior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Semester</td>
<td>MKT 3– or 4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MGT 340 Ethical and Regulatory Environment</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total: ..........................................................** 15

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Semester</td>
<td>MKT 450 Marketing Strategy and Planning</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>MKT 3– or 4</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
<td>3</td>
</tr>
</tbody>
</table>

**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. 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 remedial courses) with a 2.0 grade-point average. Students are required to earn at least 50 percent of their business credit hours required for the business degree at the University of Kentucky. At least two-thirds of the upper-division credit hours in the Major Requirements must have been completed at the University of Kentucky or through an approved Education Abroad program through the University of Kentucky or other pre-approved international partner. 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. Any transferred upper-division classes for the Major Requirements must have been completed with a grade of C or better.

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

#### 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 a maximum of six credit hours (pass/fail option only, maximum of three credit hours in any single semester) of internship credit earned at the University of Kentucky. For further information, visit: [gatton.uky.edu/career](http://gatton.uky.edu/career).