



## Suggested Curriculum Guide for Marketing Concentration

### Freshman (1<sup>st</sup> Semester) 15 hrs

**GSD 101** Foundations of Learning  
**BUS 101** Nature of Business  
**E-1A\*** ENG 101  
**E-2 MAT 112A/B, 114** Algebra & Applications or  
**MAT 211** Calculus  
**E-3A** Arts

### Sophomore (1<sup>st</sup> Semester) 13 hrs

**BUS 200 (1)** Professional Development Series  
**BUS 209** Fundamentals of Financial & Managerial ACC  
**ECO 230** Fundamentals of Microeconomics (Element 5B)  
**E-5A** History  
**BUS 207** Fundamentals of Interpersonal Business Comm.

### Junior (1<sup>st</sup> Semester) 16 hrs

**BUS 300 (1)** Professional Development Series  
**BUS 302** Essentials of Finance  
**BUS 303** Essentials of Organizational Behavior and HR  
**BUS 305** Essentials of Marketing  
**E-6** Diversity  
**Free Elective (3 hrs)**

### Senior (1<sup>st</sup> Semester) 16 hrs

**BUS 400 (1)** Professional Development Series  
**E-4** Natural Science  
**MKT 555** Marketing Research and Analysis  
**Upper Division Marketing Elective (3)**  
**E-6** Diversity  
**Free Elective (3 hrs)**

### Freshman (2<sup>nd</sup> Semester) 15 hrs

**BUS 206** Fundamentals of Problem Solving with Excel  
**E-1B\*** ENG 102  
**E-1C** CMS 100 or 210  
**E-4** Natural Science  
**E-3B** Humanities

### Sophomore (2<sup>nd</sup> Semester) 15 hrs

**BUS 204** Fundamentals of Business Law and Ethics  
**BUS 301** Essentials of Formal Business Comm.  
**BUS 304** Essentials of Management Information Systems  
**ECO 231** Fundamentals of Macroeconomics  
**STA 260** Business Statistics

### Junior (2<sup>nd</sup> Semester) 15 hrs

**MKT 350** Customer Behavior in Marketing  
**MKT 400** International Marketing  
**BUS 306** Essentials of Operations and Supply Chain  
**Upper Division Marketing Elective (3)**  
**Free Elective (3 hrs)**

### Senior (2<sup>nd</sup> Semester) 15 hrs

**BUS 402** Integrated Business Management  
**MKT 460** Marketing Management  
**Upper Division Marketing Elective (3)**  
**Upper Division Marketing Elective (3)**  
**Free Elective (3 hrs)**

\*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.