



**KENTUCKY STATE
UNIVERSITY**

BUSINESS ADMINISTRATION BACHELOR OF ARTS - MARKETING TRACK

Course	Title	Hours
Term 1 (Fall)		
ENG 101	English Comp I	3
BUA 101	Computer Applic Business	3
BUA 120	Business and Society	3
KSU 118	Intro. to University Learning	3
MAT 115	College Algebra	3
Hours		15
Term 2 (Spring)		
COM 103	Interpersonal Communication	3
ENG 102	English Comp II	3
ECO 201	Prin of Economics I	3
FIN 101	Financial Literacy	3
Guided Elective (Substitute or replacement for "KSU 186 Navigate. the Tech. World")		3
Hours		15
Term 3 (Fall)		
ACC 201	Principles of Accounting I	3
BUA 204	Business Communication	3
ECO 202	Prin of Economics II	3
Select one General Education Arts Course		3
Select one General Education Natural Science Course SCIENCE		4
Hours		16
Term 4 (Spring)		
ACC 202	Principles of Accounting II	3
FIN 305	Personal Financial Planning	3
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
MIS 300	Management Info Systems	3
Hours		15
Term 5 (Fall)		
BUA 321	Legal Environment	3
BUA 380	Leadership and Business Ethics	3
FIN 330	Corporate Finance	3
MKT 310	Personal Selling	3
Guided Elective		3
Hours		15
Term 6 (Spring)		
BUA 320	Business Statistics	3
BUA 370	Global Business Issues	3
MKT 315	Retailing Management	3
MKT 440	Consumer Behavior	3
MGT 465	Entrepreneurship	3
Hours		15
Term 7 (Fall)		
BUA 325	Bus. Res. & Data Analysis	3

ECO 321	Quantitative Methods Dec Mak	3
MGT 352	Supply Chain Management	3
MKT 320	Marketing Communications	3
MKT 325	Internet Marketing	3
Hours		15
Term 8 (Spring)		
BUA 402	Senior Seminar	1
MGT 490	Business Capstone	3
MKT 430	Marketing Research	3
MKT 490	Strategic Marketing Management	3
Guided/Free Elective		3
Free Elective		1
Hours		14
Total Hours		120