



**KENTUCKY STATE
UNIVERSITY**

BUSINESS ADMINISTRATION BACHELOR OF ARTS - MARKETING TRACK

Marketing Track

The Marketing curriculum provides a specialization of study for students planning careers in marketing research, advertising, retailing, or sales management.

Mission

Graduates in the marketing specialization will possess the communication, analytical, and problem-solving skills required for filling professional marketing positions in corporate, government, or small business organizations in an ever-changing, and globally competitive business environment. This program also provides a solid background for students who may want to pursue graduate work in business or related areas. Graduates should be able to:

- Understand basic marketing principles and apply them effectively in their professional lives;
- Design and manage programs that create and deliver the organization's products and services to its various markets; and
- Demonstrate analytical, problem-solving, decision-making, communication, quantitative and information technology skills.

Career Opportunities

Students who successfully complete the marketing track may either join the workforce immediately upon graduation or pursue a graduate degree. Career marketing opportunities include positions at management-trainee level in corporate marketing, sales, account management, distribution management, and advertising. Graduate degree opportunities include the M.B.A. (Masters of Business Administration).

Bachelor of Arts in Business Administration Marketing Track

Course	Title	Hours
Term 1 (Fall)		
ENG 101	English Comp I	4
BUA 101	Computer Applic Business	3
EDU 118	Intro. to University Learning	3
MAT 115	College Algebra	3
Humanities Requirement I		3
Hours		16
Term 2 (Spring)		
ENG 102	English Comp II	3
SPE 103	Interpersonal Communication	3
ECO 201	Prin of Economics I	3
KSU 186	Navigate. the Tech. World	3

Natural Science Requirement		4
Hours		16
Term 3 (Fall)		
ACC 201	Principles of Accounting I	3
ECO 202	Prin of Economics II	3
BUA 204 or ENG 216	Business Communication or Technical Writing	3
Humanities Requirement II		3
Arts Block		3
Hours		15
Term 4 (Spring)		
ACC 202	Principles of Accounting II	3
MGT 301	Principles of Management	3
MKT 301	Principles of Marketing	3
MIS 300	Management Info Systems	3
BUA 320	Business Statistics	3
Hours		15
Term 5 (Fall)		
Social & Behavioral Science Requirement II		3
BUA 321	Legal Environment	3
MGT 352	Supply Chain Management	3
MKT 310	Personal Selling	3
ECO 321	Quantitative Methods Dec Mak	3
Hours		15
Term 6 (Spring)		
BUA 370	Global Business Issues	3
FIN 330	Corporate Finance	3
MKT 315	Retailing Management	3
MGT 465	Entrepreneurship	3
FIN 305	Personal Financial Planning	3
Hours		15
Term 7 (Fall)		
BUA 325	Bus. Res. & Data Analysis	3
MKT 320	Marketing Communications	3
MKT 440	Consumer Behavior	3
MKT 325	Internet Marketing	3
BUA 380	Leadership and Business Ethics	3
Hours		15
Term 8 (Spring)		
MGT 490	Business Capstone	3
MKT 430	Marketing Research	3
MKT 490	Strategic Marketing Management	3
BUA 402	Senior Seminar	1
GUIDED ELECTIVE		3
Hours		13
Total Hours		120