MARKETING, BACHELOR OF SCIENCE (720)

Program Coordinator

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Marketing

Marketing is a people-oriented, dynamic business function that leads to goal-oriented exchanges between individuals and organizations. Important marketing activities include developing an idea, good or service intended to satisfy consumer wants and needs, promoting/ advertising it to likely customers, selling it at a mutually agreeable price, and distributing it in acceptable locations.

The objectives of the marketing program are to teach students

- 1. The importance of marketing in an economy characterized by free consumer choice
- 2. The knowledge and skills required to perform marketing activities
- 3. The interaction between marketing and diverse environmental forces which impact marketing decisions.

The marketing student is prepared for a wide range of career opportunities in business and non-business, for-profit and not-forprofit organizations. Entry-level business positions serve as a step into professional selling and sales force management, pricing, product or brand management, social media marketing, advertising, market research, physical distribution, retail management and merchandising, sports and event marketing or purchasing. Marketing also provides a solid foundation for those who hope to own their own business in the future.

Careers in marketing often lead to high-level management positions. Non-business and not-for-profit organizations (hospitals, educational institutions and charitable groups) also seek well-trained marketing graduates.

When planning a program of study in this department, each student should be aware of the University's academic requirements and regulations contained in this catalog in the chapter "Academic Information." Specific attention should be given to the subsections in the chapter entitled (a) Academic Programs, (b) Colonnade Requirements, and (c) Academic Requirements and Regulations. Students should be aware that some academic programs may require additional scholastic regulations and standards not specified in the catalog. To obtain a copy of these regulations, students should contact the department chair.

Concentrations

- Strategic Marketing (MKGM)
- Marketing Sales (MKSA)
- Social Media Marketing (MKSM)

Program Requirements (84 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/ registrar/degree_certification.php. (https://www.wku.edu/registrar/ degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: https://www.wku.edu/

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colonnade/colonnaderequirements.php. (https://www.wku.edu/colonnade/colonnaderequirements.php)

The major in marketing requires 84 hours of professional and elective courses and leads to a Bachelor of Science degree. Marketing majors must earn a "C" or better in all Marketing classes (MKT prefix) used as part of the major. Transfer marketing classes with a grade lower than a "C" will not count towards the Marketing major. No minor or second major is required, although minors and certificates inside and outside the Gordon Ford College of Business are encouraged.

Core Courses

Core Courses		
Code	Title	Hours
Business Foundations		
MATH 123	Mathematical Applications for Business *	3
ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
MGT 210	Organization and Management	3
MKT 220	Basic Marketing Concepts	3
FIN 330	Principles of Finance	3
MGT 498	Strategy and Policy	3
or ENT 496	Hilltopper Student Consulting Experience	
Career Preparation		
BA 170	Business Student Basics ¹	1
or BA 175	University Experience-Business	
or BA 220	Special Topics in Business Administratio (Lower Division)	n
MGT 261	Business Communication Fundamentals	3
MKT 399	Career Readiness in Marketing	1
MKT 499	Senior Assessment in Marketing	1
Required Courses for All	Marketing Majors	
FIN 161	Personal Finance	3
BDAN 305	Data Modeling and Analysis	3
ECON 306	Statistical Analysis	3
MKT 321	Consumer Behavior	3
MKT 325	Personal Selling	3
MKT 421	Marketing Research	3
MKT 422	Marketing Management	3
MKT 423	Supply Chain Management	3
Skillset 1: Ethics and Crit	ical Thinking	
Select 1 of the following	courses or any ethics course with	3
department approval:		
MGT 200	Legal Environment of Business	
MGT 305	Ethics and Critical Thinking	
Skillset 2: Data Analysis		
Select 1 of the following with department approva	courses or any data analysis course I:	3
BDAN 330	Structured Data Analysis	
MKT 420	Senior Seminar-Marketing	
MKT 328	Digital Marketing	
Skillset 3: Creative Execu	tion	

Select 1 of the following courses or any creative course with department approval:		3
MKT 322	Integrated Marketing Communications	
MKT 331	Social Media Marketing	
ART 243	Digital Media	
Skillset 4: Negotiation		
Select 1 of the following with department approva	courses or any negotiation course al:	3
MGT 405	Business Negotiation	
MKT 425	Advanced Personal Selling Strategies	
Total Hours		69

- * Or any calculus class, or math ACT score of at least 26, or math SAT score of at least 610.
 ¹ BA 175 is only for Business LLC students. BA 220 is only for WKU.
- BA 175 is only for Business LLC students. BA 220 is only for WKU students and transfer students who choose a business major as a sophomore or higher.

Choose one concentration from below:

Strategic Marketing Concentration

Code	Title	Hours
Select one of the followi	ng:	3
MKT 322	Integrated Marketing Communications	
MKT 328	Digital Marketing	
MKT 331	Social Media Marketing	
Select 1 of the following	:	3
MKT 327	Retailing Management and Strategy	
MKT 329	Business-To-Business Marketing	
MKT 331	Social Media Marketing	
Select 6 hours of market	ting electives:	6
MKT 3@		
MKT 4@		
Select 3 hours of profes	sional electives:	3
ACCT 3@		
ACCT 4@		
BA 3@		
BA 4@		
BDAN 3@		
BDAN 4@		
CIS 3@		
CIS 4@		
ECON 3@		
ECON 4@		
ENT 3@		
ENT 4@		
FIN 3@		
FIN 4@		
MGT 3@		
MGT 4@		
MKT 3@		

MKT 4@		
Total Hours		15
0.1		
Sales Concentrati	ON (MKSA) Title	Hours
MKT 329	Business-To-Business Marketing	3
MKT 424	Sales Force Management	3
MKT 424 MKT 425	Advanced Personal Selling	3
	Strategies	0
Select 3 hours of m	•	3
MKT 3@		
MKT 4@		
_	rofessional electives	3
ACCT 3@		
ACCT 4@		
BA 3@		
BA 4@		
BDAN 3@		
BDAN 4@		
CIS 3@		
CIS 4@		
ECON 3@		
ECON 4@		
ENT 3@		
ENT 4@		
FIN 3@		
FIN 4@		
MGT 3@		
MGT 4@		
MKT 3@		
MKT 4@		
Total Hours		15
On sint Markin Mark		
Social Media Mari	keting Concentration (MKSM) Title	Hours
MKT 322	Integrated Marketing	
WINT 522	Communications	3
MKT 328	Digital Marketing	3
MKT 331	Social Media Marketing	3
	narketing electives:	3
MKT 3@	······································	-
MKT 4@		
	rofessional electives:	3
ACCT 3@		
ACCT 4@		
BA 3@		
BA 4@		
BDAN 3@		
BDAN 4@		
CIS 3@		
CIS 4@		
ECON 3@		
ECON 4@		

ENT 3	3@	
ENT 4	4@	
FIN 3	@	
FIN 4	@	
MGT	3@	
MGT	4@	
MKT	3@	
MKT	4@	
Total Ho	ours	15

Finish in Four Plans Marketing, Marketing Sales Concentration (720)

FallHoursSpringHoursBA 175, or BA 22011-3 HIST 101 or HIST 1023CON 2023 ACCT 1103FIN 1613 BDAN 2503ENG 1003 COMM 1453MATH 1233 Colonnade: Natural & Physical Sciences3MATH 1233 Colonnade: Natural & Physical Sciences3Second Year13Hours5Second Year3Golonnade: Colonnade: Natural & Physical Sciences3GT 2103 MKT 22033Colonnade: Literary Studies3 Colonnade: Colonnad	First Year	-		
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I6 15 Fourth Year Fall Hours Spring Hours MKT 421 3 ENT 496 or MGT 498 3 MKT 423 3 MKT 422 3 MKT 3@ or MKT 4@ 3 MKT 425 3 MKT 420 3 MKT 499 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	MGT 200 or MGT 305	3	ENG 300	3
Fourth Year Fall Hours Spring Hours MKT 421 3 ENT 496 or MGT 498 3 MKT 423 3 MKT 422 3 MKT 3@ or MKT 4@ 3 MKT 425 3 MKT 420 3 MKT 499 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	MKT 399	1		
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MKT 421 3 ENT 496 or MGT 498 3 MKT 423 3 MKT 422 3 MKT 3@ or MKT 4@ 3 MKT 425 3 (Marketing Elective) 3 MKT 499 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	Fourth Year			
MKT 423 3 MKT 422 3 MKT 3@ or MKT 4@ 3 MKT 425 3 (Marketing Elective) 3 MKT 499 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	Fall	Hours	Spring	Hours
MKT 3@ or MKT 4@ 3 MKT 425 3 (Marketing Elective) 3 MKT 429 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	MKT 421	3	ENT 496 or MGT 498	3
(Marketing Elective) MKT 420 3 MKT 499 1 Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3	MKT 423	3	MKT 422	3
Colonnade: 3 Professional Elective 3 Connections (Systems) General Elective 3		3	MKT 425	3
Connections (Systems) General Elective 3	MKT 420	3	MKT 499	1
		3	Professional Elective	3
15 16			General Elective	3
		15		16

Total Hours 120-122

Marketing, Social Media Marketing Concentration (720P, 720)

First Year			
Fall	Hours	Spring	Hours
BA 170, BA 175, or BA 220 ¹		1 HIST 101 or HIST 102	3
ECON 202		3 ACCT 110	3
FIN 161		3 BDAN 250	3
ENG 100		3 COMM 145	3
MATH 123		3 Colonnade: Natural & Physical Sciences	3
		13	15
Second Year			10
Fall	Hours	Spring	Hours
MGT 210		3 MKT 220	3
ECON 206		3 MGT 261	3
Colonnade: Literary		3 Colonnade:	3
Studies		Connections (Social & Cultural)	0
Colonnade: Arts and Humanities		3 Colonnade: Connections (Local to Global)	3
Colonnade: Natural & Physical Sciences with Lab		3 General University Elective	3
	1	15	15
Third Year			
Fall	Hours	Spring	Hours
FIN 330		3 ECON 306	3
MKT 321		3 MKT 331	3
MKT 325		3 MKT 328	3
MKT 322		3 BDAN 330	3
MGT 200 or MGT 305		3 MGT 405	3
MKT 399		1	
	1	16	15
Fourth Year			
Fall	Hours	Spring	Hours
MKT 421		3 ENT 496 or MGT 498	3
Professional Upper- Division Elective OR Marketing Upper- Division Elective		4 MKT 422	3
MKT 329		3 MKT 3@ or MKT 4@ (Marketing Elective)	3
MKT 423		3 Professional Elective	3
		MKT 425 or MGT 405	3
		MKT 499	1

Total Hours 118

Marketing, Strategic Marketing Concentration (720P, 720)

First Year				
Fall	Hours	Spring	Hours	
BA 170, BA 175, or BA 220 ¹		1 HIST 101 or HIST 10	02	3
ECON 202		3 ACCT 110		3
FIN 161		3 BDAN 250		3
ENG 100		3 COMM 145		3
MATH 123		3 Colonnade: Natural Physical Sciences	&	3
		13		15

Second Year

	15		16
		Professional Elective	3
MKT 3@ or MKT 4@ (Marketing Elective)	3	3 MKT 327	3
BDAN 330		8 MGT 405	3
MKT 322		8 MKT 499	1
MKT 423		8 ENT 496 or MGT 498	3
MKT 421		3 MKT 422	3
Fall	Hours	Spring	Hours
Fourth Year	16	j	15
MKT 399	1		
		(Marketing Elective)	3
MKT 325 BDAN 305	-	3 MKT 328 3 MKT 3@ or MKT 4@	3
MGT 305 or MGT 200 MKT 325	-	3 MKT 331	3
MKT 321		8 MKT 329 8 MKT 331	3
FIN 330	-	ECON 306	3
Fall	Hours	Spring	Hours
Third Year	15		15
Colonnade: Natural & Physical Sciences with Lab		B General University Elective	3
Colonnade: Arts and Humanities		Colonnade: Connections (Local to Global)	3
Colonnade: Literary Studies	3	Colonnade: Connections (Social & Cultural)	3
ECON 206	3	8 MGT 261	3
MGT 210	3	8 MKT 220	3
Fall	Hours	Spring	Hours

Total Hours 120