

# MARKETING

## Major

### For Students Entering KSU FALL 2005 through SUMMER 2008



Coles College of Business  
Business Undergraduate Advising Center  
BB 431 770-423-6055

See separate sheet for General Education requirements.

Course Grade	2.875 GPA Required*	Sophomore GPA Requirement: Lower-Division Business Core & Calculus* After meeting this requirement, apply to the Coles Undergraduate Professional Program.	Credit Hours
	ACCT 2100	Introduction to Financial Accounting	3
	ACCT 2200	Introduction to Managerial Accounting	3
	ECON 2100	Principles of Microeconomics (hours counted in General Education)	
	ECON 2200	Principles of Macroeconomics	3
	ECON 2300	Business Statistics	3
	IS 2200**	Information Systems & Communication	3
	BLAW 2200	Legal & Ethical Environment of Business	3
	MATH 1106	Elementary Applied Calculus or MATH 1190-Calculus or higher calculus (hours counted in General Education)	
<b>Admission to the Coles Undergraduate Professional Program is required to proceed to upper-division business courses.</b>			

#### Upper-Division Business Core

	ECON 3300	Applied Statistical and Optimization Models	3
	FIN 3100	Principles of Finance	3
	MKTG 3100	Principles of Marketing	3
	MGT 3100	Management & Behavioral Science	3
	MGT 3200	Operations Management	3
	MGT 4199	Strategic Management (This course must be taken your last or next to last semester at KSU – it cannot be taken at another school. All other courses in this section, except for ECON 3300, must be completed before taking this course.)	3

#### Information Technology Requirement

	IS 3100**	Information Systems Management	3
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#### Major Field Requirements

	MKTG 4100	Marketing Research	3
	MKTG 4150	Consumer Behavior	3
	MKTG 4820	International Marketing	3
	MKTG 4990	Marketing Management (This is a capstone course and must be taken at KSU. Be sure to review the prerequisites for it and plan your schedule accordingly.)	3

#### Major Field Electives

		<u>SELECT 12 HOURS FROM THE FOLLOWING:</u>	12
	MKTG 3800	Entertainment Marketing	
	MKTG 4300	Basic Retailing	
	MKTG 4350	Retail Management	
	MKTG 4410	Professional Selling	
	MKTG 4430	Market Analysis	
	MKTG 4450	Sales Management	
	MKTG 4476	Contemporary Global Business Practices (cannot also take MGT 4476)	
		(continued)	

Course Grade	Courses	Major Field Electives (continued)	Credit Hours
	MKTG 4500	Internet Marketing and Global Business	
	MKTG 4520	Social Media Marketing	
	MKTG 4620	Services Marketing	
	MKTG 4630	Direct Response Marketing	
	MKTG 4650	Advertising	
	MKTG 4666	Marketing for Entrepreneurs	
	MKTG 4670	Promotional Strategy	
	MKTG 4750	Advanced Selling	
	MKTG 4850	Business to Business Marketing	
	MKTG 4870	Sports Marketing	
	MKTG 4880	Hospitality & Tourism Marketing	
	MKTG 4400	Directed Study	
	MKTG 4490	Special Topics in Marketing	

### Business Electives

		Nine semester hours of upper-division courses (3000/4000) outside the Major, but inside the Coles College of Business. MKTG courses cannot be used here. (A maximum of <u>6</u> semester hours of Marketing Co-ops and Internships may be used here. Co-op and internship hours cannot be used in any other section.) See a Coles Staff Advisor before taking MGT courses here – some MGT courses cannot be used here.	9
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### Non-Business Electives

		Six semester hours of any level (1000-4000) non-business courses offered at Kennesaw State.	6
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**\*Coles College of Business – Sophomore GPA Requirement – Business majors who first enroll at KSU in Fall 2004 through Summer 2008 must complete the seven lower-division business core courses plus a calculus course with an adjusted GPA of 2.875 or higher, and be admitted to the Coles Undergraduate Professional Program, in order to be eligible to enroll in upper-division business courses. A grade of “C” or better is required in each of these courses. Regardless of whether these courses are taken at KSU or another acceptable accredited university, their grades will be used in this GPA calculation. If KSU brings in a transfer course with something other than 3 hours credit, that will affect the GPA calculation. Once you have satisfied the Sophomore GPA Requirement your next step is to apply to the Coles Undergraduate Professional Program.**

**\*\*If you completed BISM 2100, you do not have to take IS 2200. If you completed BISM 3100, you do not have to take IS 3100.**

#### NOTES –

- Additional Information/Updates – This checksheet does not describe all of KSU’s policies and requirements. You must follow all the rules that are in the *KSU Undergraduate Catalog*. We have worked hard to ensure the accuracy of the information in this checksheet up to the date shown below. Be sure to check regularly for revisions/updates to this info.
- Prerequisites – Check the most recent edition of the *KSU Undergraduate Catalog* for course prerequisites. Students are responsible for meeting a course’s current prerequisites even if they changed after the student started at KSU. The *Catalog* is online at [catalog.kennesaw.edu](http://catalog.kennesaw.edu).
- KSU Grade Requirements –
  - Starting Fall 2011, business majors must earn a grade of “C” or better in *\*ALL\** business courses counted toward their degree. If a business course was taken prior to Fall 2011, a grade of “C” or better was required except for the courses counted in the “Business Electives” section of the degree.
  - Students must earn at least a 2.0 GPA to receive a degree from KSU.
- KSU Residency Requirements – In order to receive a business degree from KSU:
  - All students must complete at least 33 semester hours of business courses at KSU, including at least 24 semester hours of upper-division business courses.
  - All students must complete at least 12 semester hours of their Major Field Requirements and Major Field Electives at KSU.
  - All students must complete at least 20 of their last 30 semester hours before graduation at KSU.
- You must graduate following the program requirements in a *KSU Undergraduate Catalog* that is not more than 10 years old at the time of graduation. If you do not graduate within 10 years of starting at KSU, you will have to move up to a more recent *Catalog* and meet all of the program requirements in it. Also, if you stay out of school for several terms and KSU requires you to be readmitted when you come back, you will have to follow the *Catalog* in effect for the term you are readmitted.
- Disclaimer: Completion of this check sheet does not insure that graduation requirements have been fulfilled. Only the KSU Registrar’s Office can say whether all graduation requirements have been met. Submit your petition to graduate to them as soon as you are eligible (at the beginning of the term before the term you want to graduate).