Bachelor of Business Administration: Marketing

Year 1

Fall	Credit Hours		Spring	Credit Hours
UK Core: C&C 1	3		UK Core: C&C 2	3
MA 109	3		MA 123[2]	4
UK Core[1]	3		UK Core[1]	3
UK Core[1]	3		UK Core[1]	3
UK Core[1]	3		UK Core[1]	3
UK 101	1			
	16			16

Year 2

Fall	Credit Hours		Spring	Credit Hours
ECO 201	3		ECO 202	3
ACC 200	3		ACC 201	3
UK Core: STA 296	3		MGT 301	3
MKT 300	3		MA 162[2]	3
Elective	3		Elective	3
AN 105	1			
	16		Apply for Upper-Division[3]	15

Year 3

Fall	Credit Hours		Spring	Credit Hours
MKT 310	3		MKT 340	3
ECO 391	3		MKT 3++[4]	3
AN 300	3		FIN 300	3
Elective	3		CIS 300	3
Elective	3		MGT 340	3
	15			15

Year 4

Fall	Credit Hours		Spring	Credit Hours
MKT 3++[4]	3		MKT 450	3
Elective	3		MKT 3++[4]	3
Elective	3		Elective	3
Elective	3		Elective	3
Elective	3			
Apply for Graduation[6]	0		Register for Commencement	0
	15			12

[1] UK Core must include one of each of the following course categories:

Inquiry: Arts and Creativity	Inquiry: Social Sciences	Inquiry: Natural, Physical, and Mathematical Sciences
Inquiry: Humanities	Global Dynamics	Community, Culture, Citizenship in the US

[2] MA 123 and 162 can be replaced with MA 113 (you must take the supplemental workshop 193 as well).

[3] Cumulative and Pre-major GPA of 2.8 is required for admission to Upper-Division. You must be in progress to complete your final pre-major courses to file the application. Go to mygatton.uky.edu to apply.

[4] MKT 3++ can be any MKT course at or above the 300 level and should be decided based on your career interest.

[5] Application for graduation can be filed via myUK on your "Records" tab.

*Total hours must be equal to or greater than 120 to qualify for graduation upon completion of required courses.

**If adjustments to this plan are needed, consult an academic advisor to ensure that course sequencing remains intact.