

PROGRAM CODE UCOBMKT	COLLEGE OF BUSINESS
EFFECTIVE DATE FALL 2021	
VERSION NUMBER 2218	
MARKETING[‡]	
<i>BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION</i>	
STUDENT:	STUDENT ID NUMBER:

Business Core		
COURSE	CR	GRADE
ACC 121 FINANCIAL ACCOUNTING	3	
ACC 122 MANAGERIAL ACCOUNTING	3	
BUS131 BUSINESS LAW I	3	
BUS 220 REG. ANALYSIS & DATA ANALYTICS	3	
BUS 275 BUS. DATA MGT & INFO SYSTEMS	3	
MKT 210 PRINCIPLES OF MARKETING	3	
MGM 210 PRINCIPLES OF MANAGEMENT	3	
FIN 350 FINANCIAL MANAGEMENT	3	
MGM 351 OPERATIONS MANAGEMENT	3	
INTERNATIONAL ELECTIVE: ANY OF THE FOLLOWING COURSES: ECO 360, FIN 365, MGM 352, OR MKT 370	3	
MGM 399 BUSINESS STRATEGY & POLICY	3	
ECO 11 PRINCIPLES OF MACRO-ECONOMICS ♦		
ECO 12 PRINCIPLES OF MICRO-ECONOMICS ♦		
TOTAL CREDITS	33	


Required Courses		
COURSE	CR	GRADE
MKT 312 CONSUMER BEHAVIOR	3	
MKT 320 MARKETING MANAGEMENT	3	
MKT 360 MARKETING RESEARCH	3	
TOTAL CREDITS	9	

- ‡ STUDENT IN THIS MAJOR **CANNOT** DOUBLE MAJOR IN GENERAL BUSINESS
- ♦ THESE COURSES ARE DIRECTED GENERAL EDUCATION CATEGORY B COURSES
- CHECK MYKU FOR PRE-REQUISITES

Restricted Electives CHOOSE FROM BUS 390 AND/OR ANY 300 LEVEL MARKETING COURSE, NOT INCLUDING THE REQUIRED COURSES.		
<i>Please note that MKT 370 cannot be double counted as an international elective and a restricted elective.</i>		
COURSE	CR	GRADE
	3	
	3	
	3	
TOTAL CREDITS	9	

Free Electives ANY COURSE IN DEPT. OF BUS. ADMINISTRATION OR ANY UNIVERSITY COURSE THAT COUNTS TOWARDS GRADUATION (EXCEPT ENG 22)		
COURSE	CR	GRADE
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
TOTAL CREDITS	27	

Directed General Education Courses THESE ARE GEN ED COURSES THAT ARE ALSO PART OF THE DEGREE PROGRAM. IF YOU DO NOT TAKE THESE COURSES TO FULFILL YOUR GENERAL EDUCATION REQUIREMENTS, YOU MAY NEED AS MANY AS 129 CREDITS TO FINISH THIS DEGREE.			
COURSE	✓	CR	CATEGORY
♦ ECO 11 PRINC. OF MACRO-ECONOMICS		3	B
♦ ECO 12 PRINCIPLES OF MICRO-ECONOMICS		3	B
♦ MAT 140 APPLIED STATISTICAL METHODS OR BUS 120 BUSINESS STATISTICS		3	C 2
TOTAL CREDITS		9	

GRADUATION REQUIREMENTS						
		REQUIRED	✓		REQUIRED	✓
	GENERAL EDUCATION CREDITS	42-45		GPA IN BUSINESS CORE	2.0	
	PROGRAM REQUIREMENTS	78		GPA IN REQUIRED COURSES	2.0	
	TOTAL CREDITS	120		GPA IN RESTRICTED ELECTIVES	2.0	
	GPA IN ALL COURSES AT UNIVERSITY	2.0		GPA IN ALL MAJOR(BSBA) COURSES	2.0	

NAME	EFFECTIVE DATE AUGUST 27, 2018
ID NUMBER	VERSION 2188

KUTZTOWN

UNIVERSITY

DEGREE REQUIREMENTS

GENERAL EDUCATION

Student Learning Outcomes (SLO)

Upon completion of the requirements for the General Education Program, students will be able to:

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 5 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- 7 demonstrate an understanding of various models for the development of the whole person.

Completion of the KU General Education program will give students opportunities to:

- 8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checklist to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to obtain the degree you are seeking. Discuss your goals and choose courses that will help you to attain them. Get the most out of your education by taking advantage of everything that Kutztown University has to offer:

TOTAL GENERAL EDUCATION CREDITS 42-45

FIND A FULL EXPLANATION OF THE GENERAL EDUCATION PROGRAM AT WWW.KUTZTOWN.EDU

First Year Seminar: Discovering College	CREDITS REQUIRED	3
THIS COURSE MEETS SLO 5 & 7		CREDITS EARNED:

COURSE NUMBER	COURSE NAME	CR	GR
FYS 100	First Year Seminar		

TRANSFER STUDENTS TRANSFERRING 30 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY ADDITIONAL COURSE FROM SECTIONS A, B, C, OR D TO MEET THEIR FYS REQUIREMENT.

TRANSFER ELECTIVE:

A	Communicating With And About the World	CREDITS REQUIRED	12
THESE COURSES MEET SLO 1 & 5		CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1	COMPOSITION 100 LEVEL CMP 1__		
2	COMPOSITION 200 LEVEL CMP 2__		
3	SPEAKING		
4	ANY WRITING (A2) OR SPEAKING COURSE (A3) OR FROM THE APPROVED LIST		

COURSES IN CATEGORIES B, C & D MUST BE TAKEN OUTSIDE THE STUDENT'S MAJOR. THE MAJOR IS DEFINED AS THE PREFIX THAT IDENTIFIES THE MAJOR. CONCOMITANT REQUIREMENTS MAY BE TAKEN TO MEET GENERAL EDUCATION REQUIREMENTS.

B	Understanding Self & Others	CREDITS REQUIRED	9
THESE COURSES MEET SLO 3 & 6		CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1	(ECO 11 Principles of Macroeconomics)		
2	(ECO 12 Principles of Microeconomics)		
3			

C	Understanding Science & Technology	CREDITS REQUIRED	9-12
THESE COURSES MEET SLO 2 & 3		CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1	SCIENTIFIC INQUIRY		
2	QUANTITATIVE REASONING		
3	ANY COURSE APPROVED FOR C1 OR C2		

D	Understanding & Creating Ideas	CREDITS REQUIRED	9
THESE COURSES MEET SLO 4 & 6		CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1			
2			
3			

Recommended Course Sequence

Name _____

ID# _____

SEMESTER 1		
Course	Grade	
FYS 100		
B1 – ECO 11 or ECO 12		
MAT 105 or MAT 140		
D (any category “D”)		
A1 – CMP 100		

SEMESTER 2		
Course	Grade	
B2 – ECO 11 or ECO 12		
MAT 140 or any C1		
BUS 131		
C1		
A3 – COM 10		

SEMESTER 3		
Course	Grade	
ACC 121		
BUS 220		
MKT 210		
BUS 275 (if MAT 105 or higher completed)		
Free Elective		

SEMESTER 4		
Course	Grade	
ACC 122		
MGM 210		
A2 – CMP 2XX		
D (any category “D”)		
Free Elective		

SEMESTER 5		
Course	Grade	
FIN350 or MGM 351		
MKT 312		
MKT 360		
Free Elective		
Free Elective		

SEMESTER 6		
Course	Grade	
FIN 350 or MGM 351		
MKT Restricted Elective		
MKT Restricted Elective		
Free Elective		
Free Elective		

SEMESTER 7		
Course	Grade	
International Elective		
MKT Restricted Elective or MKT 320		
A4 -		
Free Elective		
Free Elective		

SEMESTER 8		
Course	Grade	
MGM 399		
MKT Restricted Elective or MKT 320		
D (any category “D”)		
B3 (any B1 or B2 not previously taken)		
Free Elective		

AWH: 1/13/2021

NOTE: This proposed plan of study advises that a student complete fifteen (15) credit hours per semester for eight (8) semesters, thus enabling the student to complete the one hundred-twenty (120) hours necessary for graduation in four years. THIS IS ONLY A SUGGESTION. **Students should meet with their advisors each semester to monitor their progress toward the graduation requirements.**