

Bachelor of Business Administration: Marketing

Year 1			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
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		
	<hr/>		<hr/>
	16		16
Year 2			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
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		
	<hr/>		<hr/>
	16	Apply for Upper-Division ³	15
Year 3			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
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
	<hr/>		<hr/>
	15		15
Year 4			
<u>Fall</u>	<u>Credit Hours</u>	<u>Spring</u>	<u>Credit Hours</u>
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
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	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.