



College of Business

2025-2026

Suggested Curriculum Guide for General Marketing Concentration

Freshman (1st Semester) 15 hrs

GSD 101 Foundations of Learning
BUS 101 Nature of Business
E-1A* ENG 101
E-2 MAT 112A/B, 114 Algebra & Applications or
MAT 211 Calculus
E-3A Arts

Sophomore (1st Semester) 13 hrs

BUS 200 (1) Professional Development Series
BUS 209 Fundamentals of Financial & Managerial ACC
ECO 230 Fundamentals of Microeconomics (Element 5B)
E-5A History
BUS 207 Fundamentals of Interpersonal Business Comm.

Junior (1st Semester) 16 hrs

BUS 300 (1) Professional Development Series
BUS 302 Essentials of Finance
BUS 303 Essentials of Organizational Behavior and HR
BUS 305 Essentials of Marketing
E-3B Humanities
Free Elective (3 hrs)

Senior (1st Semester) 16 hrs

BUS 400 (1) Professional Development Series
E-4 Natural Science
MKT 555 Marketing Research and Analysis
Upper Division Marketing Elective (3)
Free Elective (3 hrs)
Free Elective (3 hrs)

Freshman (2nd Semester) 15 hrs

BUS 206 Fundamentals of Problem Solving with Excel
E-1B* ENG 102
E-1C CMS 100 or 210
E-4 Natural Science
E-3B Humanities

Sophomore (2nd Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
BUS 301 Essentials of Formal Business Comm.
BUS 304 Essentials of Management Information Systems
ECO 231 Fundamentals of Macroeconomics (Element 5B)
STA 260 Business Statistics

Junior (2nd Semester) 15 hrs

MKT 350 Customer Behavior in Marketing
MKT 400 International Marketing
BUS 306 Essentials of Operations and Supply Chain
Upper Division Marketing Elective (3)
Free Elective (3 hrs)

Senior (2nd Semester) 15 hrs

BUS 402 Integrated Business Management
MKT 460 Marketing Management
Upper Division Marketing Elective (3)
Upper Division Marketing Elective (3)
Free Elective (3 hrs)

*Course must be taken in semester indicated.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories.

Refer to the University Catalog at <https://catalogs.eku.edu/> regarding University and General Education Requirements.