



College of Business

2025-2026

Suggested Curriculum Guide for Marketing Research and Analytics Concentration

Freshman (1st Semester) 15 hrs

GSD 101 Foundations of Learning
BUS 101 Nature of Business
E-2 MAT 112 Algebra & Applications (or MAT 211 Calculus)
E-1A* ENG 101
Free Elective (3)

Sophomore (1st Semester) 16 hrs

BUS 200 (1) Professional Development Series
BUS 207 Fundamentals of Interpersonal Business Comm.
BUS 209 Fundamentals of Financial & Managerial ACC
ECO 230 Fundamentals of Microeconomics (E-5B)
E-4 Natural Science
E-3A Arts

Junior (1st Semester) 16 hrs

BUS 300 (1) Professional Development Series
BUS 301 Essentials of Formal Business Communication
BUS 303 Essentials of Organizational Behavior & HR
BUS 304 Essentials of management Information Systems
BUS 305 Essentials of Marketing
Free Elective (3 hrs)

Senior (1st Semester) 16 hrs

BUS 400 (1) Professional Development Series
BUS 306 Essentials of Operations and Supply Chain
MIS 430 Business Data Mining
MKT 556 Qualitative Research in Marketing
MKT 460 Marketing Management
Free Elective (3)

Freshman (2nd Semester) 15 hrs

E1B* ENG 102
E-4 Natural Science
E-1C CMS 100 or 210
E-3B Humanities
BUS 206 Fundamentals of Problem Solving with Excel

Sophomore (2nd Semester) 15 hrs

BUS 204 Fundamentals of Business Law and Ethics
STA 260 Business Statistics
ECO 231 Fundamentals of Macroeconomics (Element 5B)
E-5A History
E-3B Humanities

Junior (2nd Semester) 14 hrs

BUS 302 Essentials of Finance
MKT 350 Customer Behavior in Marketing
MKT 400 International Marketing
MKT 555 Marketing Research and Analysis
Free Elective (2 hrs)

Senior (2nd Semester) 13 hrs

MKT 481 Internship in Marketing
BUS 402 Integrated Strategic Management
MKT 557 Experimental Design for Marketing
Free Elective (4 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.