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MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)



This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/).

Bachelor of Science in Business Administration in Marketing

Unit: Business (BU) (http://business.louisville.edu/)
Department: Marketing (http://business.louisville.edu/marketing/)
Academic Plan Code(s): MKT_BSB

Program Information

The purpose of the Department of Marketing is to be an intellectual force that benefits our constituents in the local, regional, national, and global community through our creative and entrepreneurial teaching, research, and service activities. Our constituents include: students, employers, alumni, the university community, public and private sector organizations, and professional and academic marketing groups. The Undergraduate major in Marketing is specifically designed to prepare our students for the several career options available in Marketing and to enable them to succeed in the global marketplace.

Degree Summary

•	•		
Code	Title		Hours
		ents (https://catalog.louisville.edu/ ation-requirements/) ¹	31
` '		ucation requirements may be satisficed by the degree program	ed
College/School	l Requirement	s ^{1,2}	53
Program/Majo	r Requirement	S	27-30
Supporting Co	urses		12-15
Minimum Tota	l Hours		120

To complete the degree in the <u>minimum number of hours</u> listed, some hours from the General Education Requirements must be satisfied by courses defined by the unit and/or program. Using other courses to satisfy General Education requirements will require additional hours to complete the degree requirements. See the Degree Requirements tab for specific coursework. College/School Requirements total of 53 hours includes 6 hours of required courses that also cover General Education requirements.

Specific coursework information can be found on the Degree Requirements tab.

Departmental Admission Requirements New Students and Transfer Students

Admission to the College of Business (https://catalog.louisville.edu/undergraduate/admission/college-business/) ensures admission to the BSBA in Marketing.

Current Students* - Admission in Good Standing

Students must have both:

- Earned a 2.8 cumulative GPA (students with an established UofL GPA may not include grades for coursework at another institution in consideration for admission); and
- Completion of MATH 111 College Algebra QR (https:// catalog.louisville.edu/undergraduate/general-educationrequirements/) (or equivalent) or completion of MATH 180 Elements of Calculus - QR (https://catalog.louisville.edu/undergraduate/ general-education-requirements/)

*Students who are currently enrolled in the College of Business as a Bachelor of Science in Business Administration or Business Economics major are permitted to change to Bachelor of Science in Business Administration in Marketing major as long as they are in good academic standing.

General Education Requirements

Code Title Hours

General Education Requirements (https://catalog.louisville.edu/undergraduate/general-education-requirements/) $^{\rm 1}$

The following courses are required by the program and can satisfy the respective General Education Requirement:

MATH 180 Elements of Calculus - QR (https://

catalog.louisville.edu/undergraduate/general-education-requirements/)

or MATH 205Calculus I - QR (https://catalog.louisville.edu/

undergraduate/general-education-requirements/)
ECON 201 Principles of Microeconomics - SB (https://

catalog.louisville.edu/undergraduate/general-

education-requirements/)

or ECON 202 Principles of Macroeconomics - SB (https://

catalog.louisville.edu/undergraduate/general-

education-requirements/)

All degrees require the completion of the University-wide General Education Program (link provided above). Some General Education requirements may be met in the requirements for the major or supporting coursework, in which case additional electives may be required to complete the minimum hours for the degree.

College/School Requirements

Code Title Hours
College of Business Requirements

CAMP 100 Campus Culture/Business Students

Hours

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MATH 180	Elements of Calculus - QR (https:// catalog.louisville.edu/undergraduate/general- education-requirements/) ^{2,3}	3
or MATH 205	Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
Select one of the	following Ethics courses:	3
PHIL 222	Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
BUS 301	Business Communication	3
BUS 201	Career Development	1
ACCT 201 & ACCT 202	Principles of Financial Accounting Principles of Managerial Accounting	6
ECON 201 & ECON 202	Principles of Microeconomics - SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/) Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/) 4	6
BSTA 201	Business Statistics ⁵	3
CIS 205	Information Systems in Organizations	3
General Electives		6
Business Breadth	1	
FIN 301	Corporate Finance	3
MKT 301	Principles of Marketing ⁶	3
MGMT 301	Management and Organizational Behavior	3
CLAW 301	Legal Environment of Business	3
CIS 305	Data Analysis for Decision-Making	3
MGMT 401	Operations Management	3
Minimum Total H	ours	53

Total of 53 includes 3 credit hours of ECON and 3 credit hours of MATH that are also counted in the 31 Gen Ed hours above.

Program/Major requirements and Supporting Courses for Tracks in Multi-Cultural Marketing, Professional Sales, Digital Marketing, and Digital Customer Experience Design are articulated on the Track Requirements tab.

Program/Major Requirements

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling ⁶	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Marketing Electives ^{7,8,9}		
Business Electives (not Marketing) 10		6
Minimum Total H	ours	27

Code	Title	Hours
Supporting	Courses	
General Elec	ctives	15

Culminating Undergraduate Experience (Graduation requirement)

Requirement fulfilled by completing:

Code

MKT 460 Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)

- College/School Requirements include six hours of the General Education (3 hours Quantitative Reasoning and 3 hours Social & Behavioral Sciences). General Education Oral Communication: COMM 111, COMM 112 or HON 214 required as prerequisite for BUS 301
- ² If MATH 205 is taken, there will be 4 total hours of Math
- Completes Quantitative Reasoning General Education
- Completes 3 hours of Social & Behavioral Sciences.
- Students entering College of Business as inter-unit transfers or transfers from another university having completed another statistics course may sit for an equivalency statistics examination to get credit for that course.
- Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.
- Marketing majors are allowed to take up to six (6) co-op credits in the program as part of Marketing electives. These include MKT 397, MKT 398 and/ or MKT 399. Pass/Fail credit is given for approved College of Business co-op work experiences. Marketing Majors may not count MKT 202 as a Marketing Elective.
- ⁸ Can include up to 6 hours of 200-level MKT coursework.
- ⁹ Either SPAD 383 or COMM 342 may be taken for 3 hours of MKT
- ¹⁰ Marketing Majors may not count MKT 202 as a Business Elective.

Transfer students must take a minimum of 12 credit hours in their major within the College of Business.

Six hours of cultural diversity courses are required and may be incorporated within the degree program.

NOTE: All prerequisites must be followed.

Track Requirements

Track in Multi-Cultural Marketing

Academic Plan Code(s): MKT BSBMCM

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Specialization Re	quirements	

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MKT 201	Multiculturalism in the Marketplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
MKT 202	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate/ general-education-requirements/)	3
or MKT 410	Design Thinking in Marketing	
MKT 451	Multicultural Marketing Strategy	3
Marketing Elective		
_	the following Marketing electives:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 370 MKT 375	Global Marketing	
MKT 375	Graphic Design for Business Services Marketing	
MKT 397	Co-op in Marketing I	
MKT 490	Special Topics in Marketing	
Cultural Electives		
	following courses: ¹	6
ANTH 310	Race, Culture, Identity	
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
COMM 350	Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 410	International Communication	
HUM 152	Cultures of America - AH (https:// catalog.louisville.edu/undergraduate/general- education-requirements/), D1 (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
LEAD 314	Diversity in the Workplace - D1 (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/), SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://catalog.louisville.edu/undergraduate/ general-education-requirements/), SB (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
PAS 227	Survey of American Diversity	
POLS 315	Race, Law and Politics - D1 (https:// catalog.louisville.edu/undergraduate/general- education-requirements/), SB (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	

	SOC 210	Race in the United States - D1 (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/), SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	
	Minimum Total H	ours	30
	Code	Title	Hours
	Supporting Cours	es	
	General Electives		12
	Code	Title	Hours
	Culminating Under	ergraduate Experience (Graduation requirement)	
Requirement fulfilled by completing:			
	MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
	¹ Other courses may be accepted for Cultural Elective credit contingent upon Department approval.		

Track in Professional Sales

Academic Plan Code(s): MKT BSBPRS

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling ¹	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	3
Specialization Re	quirements	
MKT 397	Co-op in Marketing I	3
MKT 401	Strategic Sales Leadership ¹	3
MKT 465	Consultative Sales ¹	3
Marketing Elective	es	
Select one of the	following courses:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 349	Business to Business Marketing	
MKT 380	Services Marketing	
MKT 395	Digital Marketing Strategy	
Supporting Election	ves	
Select one of the	following courses:	3
MGMT 315	Collaboration and Negotiation-SB - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 375	Leadership	
SPAD 395	Sport Sales and Fundraising	
COMM 201	Introduction to Communication Studies - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 208	Principles in Client and Agency Dynamics	

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COMM 302	Speak Up, Speak Out	
COMM 311	Persuasion	
COMM 315	Introduction to Interpersonal Communication	
COMM 342	Introduction to Strategic Communication	
Minimum Total Hours		
Code	Title	Hours
Code Supporting Cour		Hours
	ses	Hours 15

Culminating Undergraduate Experience (Graduation requirement)

Requirement fulfilled by completing:

Integrative Marketing Strategy - CUE (https:// **MKT 460** catalog.louisville.edu/undergraduate/generaleducation-requirements/)

Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the

certificate to appear on the transcript.

Track in Digital Marketing

Academic Plan Code(s): MKT BSBDIM

Code Marketing Depth	Title	Hours
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling ¹	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Specialization Re	quirements	
MKT 395	Digital Marketing Strategy	3
MKT 342	Social Media I	3
MKT 397	Co-op in Marketing I	3
or MKT 499	Independent Study in Marketing	
Supporting Election	ves (Select 6 hours)	6
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 290	Emerging Topics in Marketing ²	
MKT 291	Emerging Topics in Marketing II	
MKT 341	Promotion and Brand Management	
MKT 345	Direct Marketing	
MKT 352	Social Media II	
MKT 375	Graphic Design for Business	
MKT 402	Business of Advertising	
MKT 490	Special Topics in Marketing ³	
COMM 333	From Viral to Vital: Building Effective Social Medi Strategies	a
COMM 360	Web Site Development	
COMM 370	Development, Design, and Digital Publishing	
Minimum Total H	ours	27

Code	Title	Hours
Supporting (Courses	
General Electives		15
Code	Title	Hours

Culminating Undergraduate Experience (Graduate requirement)

Requirement fulfilled by completing:

MKT 460 Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-

education-requirements/)

Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.

MKT 290 is a 1 credit-hour course offered occasionally; Repeatable for

up to 3 credit hours in different topics

Requirement fulfilled by completing:

Restricted to Special Topic "Integrated Marketing Communications" or other Department approved topic

Track in Digital Customer Experience Design

Academic Plan Code(s):

Code	Title	Hours	
Marketing Depth			
MKT 350	Consumer Behavior	3	
MKT 360	Professional Relationship Selling	3	
MKT 441	Market Intelligence and Customer Insights	3	
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	3	
Specialization Red	quirements		
CIS 150	Fundamentals of Information Systems	3	
CIS 199	Software Development I	3	
CIS 343	Analytics Programming	3	
MKT 202	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate general-education-requirements/) ¹	3	
or MKT 410	Design Thinking in Marketing		
MKT 375	Graphic Design for Business ²	3	
Supporting Elective	ves (Select 3 hours)	3	
MKT 395	Digital Marketing Strategy ³		
MKT 203	Artificial Intelligence (AI) in the Marketplace		
MKT 397	Co-op in Marketing I		
CIS 411	Web Application Development		
Minimum Total Ho	ours	30	
Code	Title	Hours	
Supporting Course	es		
Business Electives	s (non-Marketing)	6	
General Electives		6	
Minimum Total Hours 12			
Code	Title	Hours	
Culminating Unde	rgraduate Experience (Graduation requirement)		

Year 3

Marketing Elective

General Elective

General Elective

Spring ENGL 102

Business Elective (non-Marketing)

Hours

Minimum Total Hours

3

3

3

3 **15**

120

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MKT 460

Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)

¹ Cardinal Core (SB) + IBM Design Thinking Certification

Hours

Flight Plan

Marketing

warketing		
Year 1		
Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	: Cardinal Core Oral Communication - OC	3
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Arts & Humanities - AH	3
	Hours	15
Year 2		
Fall		
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
BUS 301	Business Communication	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the f	•	3
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
Spring	Hours	15
General Education	: Cardinal Core Historical Perspective - SBH	3
ACCT 202	Principles of Managerial Accounting	3
CLAW 301	Legal Environment of Business	3
MKT 301	Principles of Marketing	3
General Education	: Cardinal Core Arts & Humanities US Diversity - AHD1	3

Fall BUS 201 Career Development MKT 350 3 Consumer Behavior MKT 360 Professional Relationship Selling 3 Select one of the following: 3 Contemporary Moral Problems - AH (https:// PHIL 222 catalog.louisville.edu/undergraduate/general-educationrequirements/) PHIL 225 **Business Ethics** PHIL 321 Ethics Medical Ethics PHIL 323 General Elective 3 3 General Elective 16 Hours Spring FIN 301 Corporate Finance 3 3 MGMT 301 Management and Organizational Behavior 3 Business Elective (non-Marketing) Marketing Elective 3 General Elective 3 15 Hours Year 4 Fall MKT 441 Market Intelligence and Customer Insights 3 MGMT 401 3 **Operations Management** Marketing Elective 3 General Elective 3 General Elective 3 15 Hours Spring MKT 460 Integrative Marketing Strategy - CUE (https:// 3 catalog.louisville.edu/undergraduate/general-educationrequirements/)

Marketing, track in Multi-Cultural Marketing

	Hours	14
General Education	: Cardinal Core Natural Science Lab - SL	1
General Education	: Cardinal Core Natural Science - S	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4
ENGL 101	Introduction to College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ECON 202	Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
CAMP 100	Campus Culture/Business Students	1
Fall		Hours
Year I		

Intermediate College Writing - WC (https://

requirements/)

catalog.louisville.edu/undergraduate/general-education-

² Adobe Badges

³ Google Analytics Certification

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ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education-	3	HUM 152	Cultures of America - AH (https://catalog.louisville.edu/ undergraduate/general-education-requirements/), D1	
requirements/)				(https://catalog.louisville.edu/undergraduate/general-	
General Education	: Cardinal Core Oral Communication - OC	3		education-requirements/)	
General Education	: Cardinal Core Natural Science - S	3	LEAD 314	Diversity in the Workplace - D1 (https://	
General Education	: Cardinal Core Arts & Humanities - AH	3		catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/	
	Hours	15		undergraduate/general-education-requirements/)	
Year 2			MKT 201	Multiculturalism in the Marketplace - D1 (https://	
Fall				catalog.louisville.edu/undergraduate/general-education-	
CIS 205	Information Systems in Organizations	3		requirements/), SB (https://catalog.louisville.edu/	
ACCT 201	Principles of Financial Accounting	3		undergraduate/general-education-requirements/)	
BUS 301	Business Communication	3	MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://	
CIS 305	Data Analysis for Decision-Making	3		catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/	
Select one of the f	ollowing:	3		undergraduate/general-education-requirements/)	
BSTA 201	Business Statistics		PAS 227	Survey of American Diversity	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://		POLS 315	Race, Law and Politics - D1 (https://catalog.louisville.edu/	
	catalog.louisville.edu/undergraduate/general-education-			undergraduate/general-education-requirements/), SB	
	requirements/)			(https://catalog.louisville.edu/undergraduate/general-	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/			education-requirements/)	
	undergraduate/general-education-requirements/)		SOC 210	Race in the United States - D1 (https://	
PSYC 301	Introduction to Social Statistics			catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/	
SOC 301	Introduction to Social Statistics			undergraduate/general-education-requirements/)	
	Hours	15	General Elective		3
Spring				Hours	15
General Education	: Cardinal Core Historical Perspective - SBH	3	Year 4		
ACCT 202	Principles of Managerial Accounting	3	Fall		
CLAW 301	Legal Environment of Business	3	MKT 441	Market Intelligence and Customer Insights	3
MKT 301	Principles of Marketing	3	MGMT 401	Operations Management	3
General Education	: Cardinal Core Arts & Humanities US Diversity - AHD1	3	MKT 202	Design Thinking for Creative Problem Solving - SB	3
	Hours	15	or MKT 410	(https://catalog.louisville.edu/undergraduate/general-	3
Year 3				education-requirements/)	
Fall					
				or Design Thinking in Marketing	
BUS 201	Career Development	1	MKT 451	or Design Thinking in Marketing Multicultural Marketing Strategy	3
	Career Development Consumer Behavior	1	MKT 451 General Elective		3
BUS 201	·				
BUS 201 MKT 350	Consumer Behavior Professional Relationship Selling	3		Multicultural Marketing Strategy	3
BUS 201 MKT 350 MKT 360	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https://	3	General Elective	Multicultural Marketing Strategy Hours Integrative Marketing Strategy - CUE (https://	3
BUS 201 MKT 350 MKT 360 Select one of the f	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-	3	General Elective Spring	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-	3 15
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/)	3	Spring MKT 460	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) Business Ethics	3	Spring MKT 460 Marketing Elective	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following:	3 15
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222 PHIL 225 PHIL 321	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) Business Ethics Ethics	3	Spring MKT 460 Marketing Elective MKT 341	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222 PHIL 225 PHIL 321 PHIL 323	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics	3 3 3	Spring MKT 460 Marketing Elective MKT 341 MKT 342	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) Business Ethics Ethics	3	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370	Multicultural Marketing Strategy Hours Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222 PHIL 321 PHIL 323 General Elective (n AHD1)	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics	3 3 3	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375	Multicultural Marketing Strategy Hours Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the f PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity-	3 3 3	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380	Multicultural Marketing Strategy Hours Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics	3 3 3	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397	Multicultural Marketing Strategy Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity-	3 3 3 3 16	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity-	3 3 3 3 16	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing I Special Topics in Marketing Select one of the following:	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior	3 3 3 3 16	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https://	3 3 3 3 16	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-	3 3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https://	3 3 3 3 16	Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/	3 3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://	3 15 3
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BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - S ANTH 310	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - S ANTH 310	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - 3 ANTH 310 COMM 333	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https:// catalog.louisville.edu/undergraduate/general-education-	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the from PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (nather American Elective) Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - Santh	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350 COMM 410 HUM 152	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - 3 ANTH 310 COMM 333 COMM 350	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/) International Communication Cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Diversity in the Workplace - D1 (https://	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - 3 ANTH 310 COMM 333	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350 COMM 410 HUM 152	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/) International Communication Cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Diversity in the Workplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Diversity in the Workplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3 15 3
BUS 201 MKT 350 MKT 360 Select one of the fr PHIL 222 PHIL 225 PHIL 321 PHIL 323 General Elective (n AHD1) General Elective Spring FIN 301 MGMT 301 MKT 201 Cultural Elective - 3 ANTH 310 COMM 333 COMM 350	Consumer Behavior Professional Relationship Selling following: Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Diversity- Hours Corporate Finance Management and Organizational Behavior Multiculturalism in the Marketplace - D1 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https:// catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3 3 3 16	General Elective Spring MKT 460 Marketing Elective MKT 341 MKT 342 MKT 370 MKT 375 MKT 380 MKT 397 MKT 490 Cultural Elective - S ANTH 310 COMM 333 COMM 350 COMM 410 HUM 152	Hours Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/) - Select one of the following: Promotion and Brand Management Social Media I Global Marketing Graphic Design for Business Services Marketing Co-op in Marketing I Special Topics in Marketing Select one of the following: Race, Culture, Identity From Viral to Vital: Building Effective Social Media Strategies Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/) International Communication Cultures of America - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/), D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Diversity in the Workplace - D1 (https://	3 15 3

UNIVERSITY OF LOUISVILLE.

	Minimum Total Hours	120
	Hours	15
General Elective		3
General Elective		3
SOC 210	Race in the United States - D1 (https:// catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
POLS 315	Race, Law and Politics - D1 (https://catalog.louisville.edu/ undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general- education-requirements/)	
PAS 227	Survey of American Diversity	
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	

Marketing, track in Professional Sales

Year	1
Fall	

		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ENGL 101	Introduction to College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4
General Education:	Cardinal Core Natural Science - S	3
General Education	Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education:	Cardinal Core Oral Communication - OC	3
General Education:	Cardinal Core Natural Science - S	3
General Education	Cardinal Core Arts & Humanities - AH	3
	Hours	15
Year 2		
Fall		
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
BUS 301	Business Communication	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the fo	ollowing:	3
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
	Hours	15
Spring		

ACCT 202	Principles of Managerial Accounting	3
CLAW 301	Legal Environment of Business	3
MKT 301	Principles of Marketing	3
General Education:	Cardinal Core Arts & Humanities US Diversity - AHD1	3
	Hours	15
Year 3		
Fall		
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
Select one of the fo	ollowing:	3
PHIL 222	Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
General Elective (m AHD1)	nust meet Cardinal Core Arts & Humanities US Diversity -	3
General Elective		3
	Hours	16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
MKT 401	Strategic Sales Leadership	3
Select one of the fo	ollowing:	3
MGMT 315	Collaboration and Negotiation-SB - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MGMT 375	Leadership	
SPAD 395	Sport Sales and Fundraising	
COMM 201	Introduction to Communication Studies - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 208	Principles in Client and Agency Dynamics	
COMM 302	Speak Up, Speak Out	
COMM 311	Persuasion	
COMM 315	Introduction to Interpersonal Communication	
COMM 342	Introduction to Strategic Communication	
General Elective		3
Year 4	Hours	15
Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	3
MKT 465	Consultative Sales	3
General Elective		3
General Elective		3
	Hours	15
Spring		
MKT 397	Co-op in Marketing I	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Select one of the fo	ollowing:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 349	Business to Business Marketing	
MKT 380	Services Marketing	
MKT 395	Digital Marketing Strategy	
		-

General Elective

Hours



General Elective	3
Hours	15
Minimum Total Hours	120

Marketing, track in Digital Marketing

Year 1 Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ENGL 101	Introduction to College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4
General Education	n: Cardinal Core Natural Science - S	3
General Education	n: Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	n: Cardinal Core Oral Communication - OC	3
General Education	n: Cardinal Core Natural Science - S	3
General Education	n: Cardinal Core Arts & Humanities - AH	3
	Hours	15
Year 2		
Fall		
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
BUS 301	Business Communication	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the	following:	3
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
	Hours	15
Spring		
General Education	n: Cardinal Core Historical Perspective - SBH	3
ACCT 202	Principles of Managerial Accounting	3
CLAW 301	Legal Environment of Business	3
MKT 301	Principles of Marketing	3
General Education	n: Cardinal Core Arts & Humanities US Diversity AHD1	3
	Hours	15
Year 3		
Fall	Caracr Davidanment	1
BUS 201 MKT 350	Career Development Consumer Behavior	1
MKT 395	Digital Marketing Strategy	3
Select one of the		3
Select one of tile	g.	

	Minimum Total Hours	120
	Hours	15
General Elective		3
General Elective		3
Supporting Electiv	e for Digital Marketing Track	3
MKT 460	Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MKT 397	Co-op in Marketing I	3
Spring	nous	13
2 I I I I I I I I I I I I I I I I I I I	Hours	15
General Elective		3
General Elective	c to: 5.g.ta. marketing fluor	3
	re for Digital Marketing Track	3
MGMT 401	Operations Management	3
MKT 441	Market Intelligence and Customer Insights	3
Year 4		
Year 4	Hours	15
General Elective	Haura	3
MKT 342	Social Media I	3
MKT 360	Professional Relationship Selling	3
MGMT 301	Management and Organizational Behavior	3
FIN 301	Corporate Finance	3
Spring		
General Elective	Hours	16
AHD1) General Elective		3
·	nust meet Cardinal Core Arts & Humanities US Diversity-	3
PHIL 323	Medical Ethics	
PHIL 321	Ethics	
PHIL 225	Business Ethics	
PHIL 222	Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	

Marketing, track in Digital Customer Experience Design

Year 1

real I		
Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	: Cardinal Core Oral Communication - OC	3
General Education	: Cardinal Core Natural Science - S	3



	Hours	15
Year 2		
Fall		
CIS 205	Information Systems in Organizations	,
	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	
CIS 305	Data Analysis for Decision-Making	3
Select one of the	-	
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
General Elective		:
	Hours	15
Spring		
	n: Cardinal Core Historical Perspective - SBH	3
ACCT 202	Principles of Managerial Accounting	
CLAW 301	Legal Environment of Business	
MKT 301	-	
	Principles of Marketing	3
General Education	n: Cardinal Core Arts & Humanities US Diversity - AHD1	
	Hours	15
Year 3		
Fall		
BUS 201	Career Development	
MKT 350	Consumer Behavior	;
MKT 360	Professional Relationship Selling	:
Select one of the	following:	3
PHIL 222	Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
General Elective	Wediodi Etilioo	:
BUS 301	Business Communication	•
BUS 301		
	Hours	10
Spring		
FIN 301	Corporate Finance	(
MGMT 301	Management and Organizational Behavior	
CIS 150	Fundamentals of Information Systems	3
MKT 202 or MKT 410	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate/general- education-requirements/) or Design Thinking in Marketing	\$
General Elective		3
	Hours	15
Year 4 Fall		
MKT 441	Market Intelligence and Customer Insights	;
MGMT 401	Operations Management	
MKT 375	Graphic Design for Business	3
CIS 199	Software Development I	3
General Elective		;
	Hours	15
Spring		

	Minimum Total Hours	120
	Hours	15
Business Elective (non-Marketing)		
General Elective		3
CIS 343	Analytics Programming ¹	3
MKT 397	Co-op in Marketing I	
CIS 411	Web Application Development	
MKT 395	Digital Marketing Strategy	
MKT 203	Artificial Intelligence (AI) in the Marketplace	

¹ Counts as Business Elective (non-marketing).

The Flight Plan outlined above is intended to demonstrate one possible path to completing the degree within four years. Course selection and placement within the program may vary depending on course offerings and schedule, elective preferences, and other factors (study abroad, internship availability, etc.). Please consult your advisor for additional information about building a flight plan that works for you.

Degree Audit Report

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan, and which requirements are still outstanding. Degree audits also take transfer credits and test credits into account. "What-if" reports allow you to compare the courses you have completed in your current academic plan to the courses required in another academic plan. Should you have questions about either report, please consult with your academic advisor.

Flight Planner

The Flight Planner tool is available for you to create a personalized Flight Plan to graduation. Advisors have access to review your Flight Planner and can help you adjust it to ensure you remain on track to graduate in a timely manner.

To create these reports:

- 1. Log into your ULink account.
- 2. Click on the Academic Progress tile.
- 3. Select the appropriate report.
 - a. To run a Degree Audit report, click on "View my Degree Audit."
 - b. To create a What-if report, click on "What-if Advisement Report."
 - c. To run a Flight Planner report, click on "Use My Flight Planner."

Click here to run a Degree Audit report, create a What-if report, or run a Flight Planner report. (https://ulink.louisville.edu)