

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
	General Education Requirements (https://catalog.louisville.edu/undergraduate/general-education-requirements/) ¹	31
Six (6) hours of General Education requirements may be satisfied through coursework required by the degree program		
	College/School Requirements ^{1,2}	53
	Program/Major Requirements	27-30
	Supporting Courses	12-15
Minimum Total Hours		120

¹ To complete the degree in the **minimum number of hours** 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.

² 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:

1. 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
2. Completion of MATH 111 College Algebra - QR (<https://catalog.louisville.edu/undergraduate/general-education-requirements/>) (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/) ¹	31

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 205 Calculus 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	1

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/general-education-requirements/) Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/) ⁴	6
BSTA 201	Business Statistics ⁵	3
CIS 205	Information Systems in Organizations	3
General Electives		6
Business Breadth		
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 Hours		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}		9
Business Electives (not Marketing) ¹⁰		6
Minimum Total Hours		27

Code	Title	Hours
Supporting Courses		
General Electives		15

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		
Requirement fulfilled by completing:		
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	

¹ 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

³ Completes Quantitative Reasoning General Education

⁴ Completes 3 hours of Social & Behavioral Sciences.

⁵ 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.

⁶ 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.

⁷ 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 electives.

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 Requirements

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 Electives		
Selecting one of the following Marketing electives:		
MKT 341	Promotion and Brand Management	3
MKT 342	Social Media I	
MKT 370	Global Marketing	
MKT 375	Graphic Design for Business	
MKT 380	Services Marketing	
MKT 397	Co-op in Marketing I	
MKT 490	Special Topics in Marketing	
Cultural Electives		
Select two of the following courses: ¹		
ANTH 310	Race, Culture, Identity	6
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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
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Minimum Total Hours 30

Code	Title	Hours
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Supporting Courses

General Electives	12
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Code	Title	Hours
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Culminating Undergraduate Experience (Graduation requirement)

Requirement fulfilled by completing:

MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
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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
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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/general-education-requirements/)	3

Specialization Requirements

MKT 397	Co-op in Marketing I	3
MKT 401	Strategic Sales Leadership ¹	3
MKT 465	Consultative Sales ¹	3

Marketing Electives

Select one of the following courses:

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 Electives

Select one of the following courses:

MGMT 315	Collaboration and Negotiation-SB - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
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

Minimum Total Hours 27

Code	Title	Hours
Supporting Courses		
General Electives		15

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		

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

¹ 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	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/general-education-requirements/)	3

Specialization Requirements

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 Electives (Select 6 hours)

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 Media Strategies	
COMM 360	Web Site Development	
COMM 370	Development, Design, and Digital Publishing	

Minimum Total Hours 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/)	

¹ 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.

² MKT 290 is a 1 credit-hour course offered occasionally; Repeatable for up to 3 credit hours in different topics

³ 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/general-education-requirements/)	3

Specialization Requirements

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 Electives (Select 3 hours)

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 Hours 30

Code	Title	Hours
Supporting Courses		

Business Electives (non-Marketing)		6
General Electives		6

Minimum Total Hours 12

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		

Requirement fulfilled by completing:		
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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

² Adobe Badges

³ Google Analytics Certification

Flight Plan

Marketing

Year 1		Hours
Fall		
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 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: 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
Hours		15

Year 3		Hours
Fall		
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
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		3
General Elective		3
Hours		16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
Business Elective (non-Marketing)		3
Marketing Elective		3
General Elective		3
Hours		15
Year 4		
Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	3
Marketing Elective		3
General Elective		3
General Elective		3
Hours		15
Spring		
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Marketing Elective		3
Business Elective (non-Marketing)		3
General Elective		3
General Elective		3
Hours		15
Minimum Total Hours		120

Marketing, track in Multi-Cultural Marketing

Year 1		Hours
Fall		
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 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: 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
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 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 (must meet Cardinal Core Arts & Humanities US Diversity-AHD1)		3
General Elective		3
Hours		16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
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
Cultural Elective - Select one of the following:		3
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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MKT 201	Multiculturalism in the Marketplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
General Elective		3
Hours		15
Year 4		
Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	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	3
MKT 451	Multicultural Marketing Strategy	3
General Elective		3
Hours		15
Spring		
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Marketing Elective - Select one of the following:		3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 370	Global Marketing	
MKT 375	Graphic Design for Business	
MKT 380	Services Marketing	
MKT 397	Co-op in Marketing I	
MKT 490	Special Topics in Marketing	
Cultural Elective - Select one of the following:		3
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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-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/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
General Elective		3
General Elective		3
Hours		15
Minimum Total Hours		120

Marketing, track in Professional Sales

Year 1		
Fall		
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 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: 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
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 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 (must meet Cardinal Core Arts & Humanities US Diversity - AHD1)		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 following:		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
Hours		15
Year 4		
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 following:		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		3

General Elective	3
Hours	15
Minimum Total Hours	120

Marketing, track in Digital Marketing

Year 1		Hours
Fall		
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 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: 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
Hours		15
Year 3		
Fall		
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 395	Digital Marketing Strategy	3
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 (must meet Cardinal Core Arts & Humanities US Diversity-AHD1)		3
General Elective		3
Hours		16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
MKT 360	Professional Relationship Selling	3
MKT 342	Social Media I	3
General Elective		3
Hours		15
Year 4		
Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	3
Supporting Elective for Digital Marketing Track		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
Supporting Elective for Digital Marketing Track		3
General Elective		3
General Elective		3
Hours		15
Minimum Total Hours		120

Marketing, track in Digital Customer Experience Design

Year 1		Hours
Fall		
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

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
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	
General Elective		3
Hours		15
Spring		
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
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 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		3
BUS 301	Business Communication	3
Hours		16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
CIS 150	Fundamentals of Information Systems	3
MKT 202	Design Thinking for Creative Problem Solving - SB	3
or MKT 410	(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	3
MGMT 401	Operations Management	3
MKT 375	Graphic Design for Business	3
CIS 199	Software Development I	3
General Elective		3
Hours		15
Spring		
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Select one of the following:		3

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

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>)