Hours

Hours

## UNIVERSITY OF LOUISVILLE.

## MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)



This program was approved for students entering the university in the Summer 2023–Spring 2024 catalog year. For more information about catalog year, go to Catalog Year Information (http://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
	tion Requirements (http://catalog.louisville.edu /general-education-requirements/) <sup>1</sup>	ı/ 31
• •	s of General Education requirements may be sa ırsework required by the degree program	tisfied
College/School	l Requirements <sup>1,2</sup>	53
Program/Major	r Requirements	27
Supporting Cou	urses	15
Minimum Total	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 (http://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
- b. Completion of MATH 111 College Algebra QR (http:// catalog.louisville.edu/undergraduate/general-educationrequirements/) (or equivalent) or completion of MATH 180 Elements of Calculus - QR (http://catalog.louisville.edu/undergraduate/generaleducation-requirements/)

## **General Education Requirements**

oouc	Title	Hour
	n Requirements (http://catalog.louisville.edu/ eneral-education-requirements/) <sup>1</sup>	3
,	urses are required by the program and can satisfy eneral Education Requirement:	
MATH 180	Elements of Calculus - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	

or MATH 205Calculus I - QR (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)

ECON 201 Principles of Microeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)

or ECON 202 Principles of Macroeconomics - SB (http://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**

Title

Code

College of Business Requirements			
CAMP 100	Campus Culture/Business Students	1	
MATH 180	Elements of Calculus - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/) <sup>2,3</sup>	3	
or MATH 205	Calculus I - QR (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)		



Select one of the	following Ethics courses:	3
PHIL 222	Contemporary Moral Problems - AH (http://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 (http://catalog.louisville.edu/undergraduate/generaleducation-requirements/) Principles of Macroeconomics - SB (http://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	6
BSTA 201	Business Statistics	3
CIS 205	Information Systems in Organizations	3
General Electives	i	6
<b>Business Breadth</b>	1	
FIN 301	Corporate Finance	3
MKT 301	Principles of Marketing	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 Track in Multi-Cultural Marketing are articulated on the Track Requirements tab.

## **Program/Major Requirements**

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Code	Title	Hours
Marketing Depth	า	
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 (http://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	3
Marketing Electi	ives <sup>6,7</sup>	9
Business Electiv	ves (not Marketing) <sup>8</sup>	6
Minimum Total	Hours	27
Code	Title	Hours
Supporting Cour	rses	
General Elective	s	15
Code	Title	Hours
<b>Culminating Und</b>	dergraduate Experience (Graduation requirement)	
Requirement ful	filled by completing:	

MKT 460 Integrative Marketing Strategy - CUE (http://catalog.louisville.edu/undergraduate/generaleducation-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
- 3 Completes Quantitative Reasoning General Education
- Completes 3 hours of Social & Behavioral Sciences.
- The following will also meet the statistics requirement: MATH 109, PSYC 301, SOC 301, CJ 326
- 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.
- Either SPAD 383 or COMM 342 may be taken for 3 hours of MKT electives.
- <sup>8</sup> 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 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
Specialization Red	quirements	
MKT 201	MULTICULTURALISM IN THE MARKETPLACE	3
MKT 202	Design Thinking for Creative Problem Solving - SE	3
or MKT 410	Design Thinking in Marketing	
MKT 451	Multicultural Marketing Strategy	3
Marketing Elective	es	
Select one of the f	following Marketing electives:	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	
<b>Cultural Electives</b>		
Select two of the f	following courses: 1	6
ANTH 310	Race, Culture, Identity	
COMM 333	Social Media, Mobile Technologies and Strategic Communications	

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COMM 350	Introduction to Intercultural Communication - SB, D2
COMM 410	International Communication
HUM 152	Cultures of America - D1, AH
LEAD 314	Diversity in the Workplace - SB, D1
MGMT 290	Managing A Diverse Workplace-SBD1 - D1, SB
PAS 227	Survey of American Diversity - SB, D1
POLS 315	Race, Law and Politics - D1, SB
SOC 210	Race in the United States - D1, SB

Minimum Total Hours 27

Code	Title	Hours
<b>Supporting Cours</b>	es	
<b>General Electives</b>		15

Code Title Hours

**Culminating Undergraduate Experience (Graduation requirement)** 

Requirement fulfilled by completing:

MKT 451 Multicultural Marketing Strategy

Other courses may be accepted for Cultural Elective credit contingent upon Department approval.

Hours

#### Flight Plan

### Marketing

Year	1
Fall	

CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (http://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (http://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 (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ECON 201	Principles of Microeconomics - SB (http:// 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	following:	3
BSTA 201	Business Statistics	

MATH 109		Minimum Total Hours	120
MATH 109			
mATH 109 Introduction to Social Statistics - QR (http://catalog.busiville.edu/undergraduate/general-education-requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring History of Civilizations I - D2 (http://catalog.louisville.edu/ or HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ or HIST 102 Undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) and catalog.louisville.edu/undergraduate/general-education-requirements/) and catalog.louisville.edu/undergraduate/general-education-requirements/) and principles of Marketing Betalog.  PHIL 222 Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) and marketing Elective and General Elective and Gene	2 STICIAL ELECTIVE	Hours	
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MATH 109	Spring	Hours	15
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undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) actalog.louisville.edu/undergraduate/general-education-requirements/)  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 1  MKT 350 Consumer Behavior 3 3  Select one of the following: 3 3  Select one of the following: 3 3  PHIL 222 Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PHIL 225 Business Ethics  PHIL 225 Business Ethics  PHIL 321 Ethics			3
undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  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 1  MKT 350 Professional Relationship Selling 3  Select one of the following: 3  PHIL 222 Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PHIL 225 Business Ethics		Medical Ethics	
undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  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 1  MKT 350 Professional Relationship Selling 3  Select one of the following: 3  PHIL 222 Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PHIL 225 Business Ethics		<del></del>	
undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/ andergraduate/general-education-requirements/), or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)  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 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)			
undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/ undergraduate/general- education-requirements/) or History of Civilizations II - SBH (http:// catalog.louisville.edu/undergraduate/general- education-requirements/) or History of Civilizations II - SBH (http:// catalog.louisville.edu/undergraduate/ general-education-requirements/), D2 (http:// catalog.louisville.edu/undergraduate/general- education-requirements/)  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 (http://			
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undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)  PSYC 301 Introduction to Social Statistics  SOC 301 Introduction to Social Statistics  Hours 15  Spring  HIST 101 History of Civilizations I - D2 (http://catalog.louisville.edu/ 3 undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-		or History of Civilizations II - SBH (http:// catalog.louisville.edu/undergraduate/ general-education-requirements/), D2 (http:// catalog.louisville.edu/undergraduate/general-	
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undergraduate/general-education-requirements/)  MATH 109 Introduction to Social Statistics - QR (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)			
undergraduate/general-education-requirements/)	DCVC 201	requirements/)	
, , , , , , , , , , , , , , , , , , , ,	MATH 109		
CJ 326 Quantitative Analysis - QR (http://catalog.louisville.edu/	CJ 326		



# Marketing, track in Multi-Cultural Marketing

Year 1		
Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (http://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (http://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
Spring	Hours	14
ENGL 102	Intermediate College Writing - WC (http:// catalog.louisville.edu/undergraduate/general-education-	3
ECON 201	requirements/)  Principles of Microeconomics - SB (http:// 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 - QR (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
MATH 109	Introduction to Social Statistics - QR (http:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
	Hours	15
Spring HIST 101	History of Civilizations I - D2 (http://catalog.louisville.edu/	3
or HIST 102	undergraduate/general-education-requirements/), SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/) or History of Civilizations II - SBH (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
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
Year 3	Hours	15
Fall		
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
Select one of the f	ollowing:	3

PHIL 222	Contemporary Moral Problems - AH (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
General Elective (m AHD1)	ust meet Cardinal Core Arts & Humanities US Diversity-	3
General Elective		3
Spring	Hours	16
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
MKT 201	Multiculturalism in the Marketplace	3
Cultural Elective - S	elect one of the following:	3
ANTH 310	Race, Culture, Identity	
COMM 333	Social Media, Mobile Technologies and Strategic Communications	
COMM 350	Introduction to Intercultural Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 410	International Communication	
HUM 152	Cultures of America - AH (http://catalog.louisville.edu/ undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general- education-requirements/)	
LEAD 314	Diversity in the Workplace - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/), D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
MKT 201	Multiculturalism in the Marketplace	
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PAS 227	Survey of American Diversity - D1 (http:// catalog.louisville.edu/undergraduate/general-education- requirements/), SB (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
POLS 315	Race, Law and Politics - D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general- education-requirements/)	
SOC 210	Race in the United States - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/), D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
General Elective		3
Year 4 Fall	Hours	15
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 (http:// catalog.louisville.edu/undergraduate/general-education- requirements/) or Design Thinking in Marketing	3
General Elective		3
General Elective		3
	Hours	15
Spring		
MKT 451	Multicultural Marketing Strategy	3
Marketing Elective	- Select one of the following:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 370	Global Marketing	

## UNIVERSITY OF LOUISVILLE.

		Hours	15
Gen	neral Elective		3
Gen	neral Elective		3
	SOC 210	Race in the United States - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/), D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
	POLS 315	Race, Law and Politics - D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general- education-requirements/)	
	PAS 227	Survey of American Diversity - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
	MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (http://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	
	LEAD 314	Diversity in the Workplace - SB (http:// catalog.louisville.edu/undergraduate/general-education- requirements/), D1 (http://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
	HUM 152	Cultures of America - AH (http://catalog.louisville.edu/ undergraduate/general-education-requirements/), D1 (http://catalog.louisville.edu/undergraduate/general- education-requirements/)	
	COMM 410	Introduction to Intercultural Communication - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/), D2 (http://catalog.louisville.edu/undergraduate/general-education-requirements/) International Communication	
	COMM 333	Social Media, Mobile Technologies and Strategic Communications	
	ANTH 310	Race, Culture, Identity	
Cult	tural Elective - S	Select one of the following:	3
	MKT 490	Special Topics in Marketing	
	MKT 397	Co-op in Marketing I	
	MKT 380	Services Marketing	
	MKT 375	Graphic Design for Business	

#### **Degree Audit Report**

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan. 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:

- a. Log into your ULink account.
- b. Click on the Academic Progress tile.
- c. Select the appropriate report.
  - i. To run a Degree Audit report, click on "View my Degree Audit."
  - ii. To create a What-if report, click on "Create a What-if Advisement Report."
  - iii. 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)