

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
	General Education Requirements (http://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
	Supporting Courses	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 (<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
- Completion of MATH 111 College Algebra - QR (<http://catalog.louisville.edu/undergraduate/general-education-requirements/>) (or equivalent) or completion of MATH 180 Elements of Calculus - QR (<http://catalog.louisville.edu/undergraduate/general-education-requirements/>)

General Education Requirements

Code	Title	Hours
	General Education Requirements (http://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 (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
	or MATH 205 Calculus 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

Code	Title	Hours
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/) ^{2,3}	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 Principles of Financial Accounting	6
& ACCT 202 Principles of Managerial Accounting	
ECON 201 Principles of Microeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	6
& ECON 202 Principles of Macroeconomics - SB (http://catalog.louisville.edu/undergraduate/general-education-requirements/) ⁴	
BSTA 201 Business Statistics	3
CIS 205 Information Systems in Organizations	3
General Electives	6
Business Breadth	
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 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 Track in Multi-Cultural Marketing 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	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Marketing Electives ^{6,7}		9
Business Electives (not Marketing) ⁸		6
Minimum Total Hours		27
Supporting Courses		
General Electives		15
Culminating Undergraduate Experience (Graduation requirement)		
Requirement fulfilled by completing:		

MKT 460	Integrative Marketing Strategy - CUE (http://catalog.louisville.edu/undergraduate/general-education-requirements/)
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- 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 The following will also meet the statistics requirement: MATH 109, PSYC 301, SOC 301, CJ 326
- ⁶ 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.
- ⁷ Either SPAD 383 or COMM 342 may be taken for 3 hours of MKT electives.
- ⁸ 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 Requirements		
MKT 201	MULTICULTURALISM IN THE MARKETPLACE	3
MKT 202	Design Thinking for Creative Problem Solving - SB	3
or MKT 410	Design Thinking in Marketing	
MKT 451	Multicultural Marketing Strategy	3
Marketing Electives		
Select one of the 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	
Cultural Electives		
Select two of the following courses:		6
ANTH 310	Race, Culture, Identity	
COMM 333	Social Media, Mobile Technologies and Strategic Communications	

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
Supporting Courses		
General Electives		15

Code	Title	Hours
Culminating Undergraduate Experience (Graduation requirement)		
Requirement fulfilled by completing:		
MKT 451	Multicultural Marketing Strategy	

¹ Other courses may be accepted for Cultural Elective credit contingent upon Department approval.

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 following:		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 or HIST 102	History of Civilizations I - D2 (http://catalog.louisville.edu/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/)	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 (http://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 (http://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

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
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		Hours
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 - 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 or HIST 102	History of Civilizations I - D2 (http://catalog.louisville.edu/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/)	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		Hours
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/)	
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	3
Cultural Elective - Select 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
Hours		15

Year 4

Fall		Hours
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	

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	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/)	
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
General Elective		3
Hours		15
Minimum Total Hours		120

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

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:

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