Pittsburg State University

Kelce College of Business Program Guide

Degree: Bachelor of Business Administration
Major: Marketing
Emphasis/Option:
Minor (if required):

As of Fall 2015

Kelce College Core (39 hours)

ACCTG 201: Financial Accounting 3
ACCTG 202: Managerial Accounting 3
FIN 326: Business Finance 3
MGMKT 310: Basic Quantitative Business Methods 3
MGMKT 327: Organizational Theory and Behavior 3
MGMKT 330: Basic Marketing 3
CIS 420: Management Information Systems 3
MGMKT 320: Business Statistics 3
MGMKT 444: Legal and Social Environment of Business 3
MGMKT 477: Quantitative Decision Making 3
MGMKT 626: Operations Management 3
MGMKT 645: Business Strategy 3

ECON- Three hours selected from
- ECON 330: Money and Banking 3
- ECON 418: Intermediate Microeconomics 3
- ECON 419: Intermediate Macroeconomics 3
- ECON 640: International Trade 3

Major in Marketing (21 hours)

MGMKT 430: Consumer Behavior 3
MGMKT 534: Marketing Research 3
MGMKT 631: Advanced Marketing Management 3
One course selected from:
- MGMKT 611: International Marketing 3
  - or MGMKT 439: International Business 3

Two courses selected from:
- MGMKT 435: Retail Management 3
- MGMKT 481: Advertising Management 3
- MGMKT 482: Sales Management 3
- MGMKT 532: Marketing Channel Management 3
- MGMKT 600: Topics in Business (____) 3

One elective course selected from Kelce upper division courses 3

General Electives (electives either in Kelce College or outside Kelce) 4-11

Total minimum hours required for the degree (124 hours)

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GENERAL EDUCATION REQUIREMENTS (53-57 hrs.)

Basic Skills **15 hours**

COMM	207	Speech Communication	3
ENGL	101	English Composition	3
ENGL	190	Honors English Composition	3
OR ENGL	299	Introduction to Research Writing	3
MATH	113	College Algebra	3
MATH	143	Elementary Statistics	3

Sciences **8-9 hours**

Natural Sciences *(Select one)*

BIOL	111/112	General Biology and Laboratory	5
BIOL	113	Environmental Life Science	4
BIOL	211	Principles of Biology I	4

Physical Sciences *(Select one)*

CHEM	105/106	Introductory Chemistry and Laboratory	4
CHEM	107/108	Chemistry for Life Sciences and Laboratory	4
PHYS	160/165	Physical Geology and Laboratory	4
PHYS	166/167	Meteorology and Laboratory	4
PHYS	171/172	Physical Science and Laboratory	4
PHYS	175/176	Descriptive Astronomy and Laboratory	4
PHYS	375/176	Solar System Astronomy and Laboratory	4

Social Studies **3 hours**

SOC	100	Introduction to Sociology	3
WGS	200	Introduction to Women's Studies	3

Political Studies *(Select one)* **3 hours**

POLS	101	U.S. Politics	3
POLS	103	Comparative Political Institutions	3

Producing and Consuming **9 hours**

ECON	200	Introduction to Microeconomics	3
ECON	201	Introduction to Macroeconomics	3
CIS	130	Computer Information Systems	3

Fine Arts and Aesthetic Studies *(Select one)* **..... 2-3 hours**

ART	155	Printmaking and Paper Arts	3
ART	178	Introduction to the Visual Arts	3
ART	188	The Designed World	3
ART	217	Crafts I	3
ART	222	Jewelry Design I	3
ART	233	Drawing I	3
ART	244	Ceramics I	3
ART	266	Sculpture I	3
ART	277	Painting I	3
ART	288	Introduction to Art History I	3
ART	289	Introduction to Art History II	3
ART	311	Art Education	3
ART	351	Printmaking, Papermaking, Bookarts and the Letterpress	3
ART	430	Automotive: Art and Design	3
COMM	105	Performance Appreciation	3
COMM	205	Performance Studies	3
COMM	295	Theatre History	3
ENGL	250	Introduction to Creative Writing	3
HHP	151	Dance Appreciation	3
MUSIC	120	Music Appreciation	3
MUSIC	121	Introduction to Music Literature	2
MUSIC	321	History of Music	3

Cultural Studies *(Select one)* **3 hours**

ANTH	101	Introduction to Cultural Anthropology	3
MLL	114	Chinese Language and Culture I*	3
MLL	124	French Language and Culture I*	3
MLL	154	Spanish Language and Culture I*	3
MLL	184	Russian Language and Culture I*	3
MLL	194	Korean Language and Culture I*	3
GEOG	106	World Regional Geography	3
GEOG	300	Elements of Geography	3
GEOG	304	Human Geography	3
WGS	399	Global Women's Issues	3

Health and Well Being **4-6 hours**

Psychological

PSYCH	155	General Psychology	3

Physical *(Select one)*

FCS	203	Nutrition and Health.	3
FCS	301	Nutrition	3
HHP	150	Lifetime Fitness Concepts.	1
NURS	303	Introduction to Public Health	3

Human Heritage **6 hours**

(Select one from two of the following three categories)

History

HIST	101	World History to 1500.	3
HIST	102	World History from 1500	3
HIST	201	American History to 1865.	3
HIST	202	American History from 1865	3

Literature

ENGL	113	General Literature.	3
ENGL	114	General Literature(Genre)	3
ENGL	116	General Literature(Theme).	3
ENGL	120	Literature and Film	3
ENGL	315	Mythology	3
ENGL	320	Literature and Film	3

Philosophy

PHIL	103	Introduction to Philosophy.	3
PHIL	105	Ethics	3
PHIL	111	Ethics: Applied Emphasis(____).	3
PHIL	112	Biomedical Ethics	3
PHIL	113	Business Ethics	3
PHIL	114	Environmental Ethics	3
PHIL	207	Critical Thinking	3
PHIL	208	Logic and Critical Thinking	3
PHIL	231	World Religions.	3

Notes

NOTE: The information contained herein is intended to be used for the planning of a student's academic program and does not constitute a contract. While this guide was prepared with the latest information, courses, graduation requirements, and curricula are subject to change.

When a student attains 85 semester hours of credit (including current enrollment) the student must apply for a degree check in the Office of the Registrar (Degree Checking Section), Room 102 Russ Hall.

MINIMUM GENERAL REQUIREMENTS: The minimum requirements for graduation include 124 semester hours of which 60 hours must be from a four year university. In addition, 45 semester hours must be upper division and 30 hours in residence at PSU (including 24 of the last 30). Minimum GPA for non-education degree is 2.0 overall [2.0 in major], secondary education degree is 2.5 overall [2.75 in major], and early/late childhood/unified degree is 2.80 overall [3.0 in major]. A minimum GPA of 2.0 in any minor and in residence coursework is required. General Education and all degree requirements are provided in the online catalog. Refer to individual departments for specific requirements.