



Pittsburg State University  
**Kelce College of Business Program Guide**

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

As of Fall 2016

**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: Management and Organizational Behavior .....	3
MGMKT 330: Principles of 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)

# GENERAL EDUCATION REQUIREMENTS

(53-57 hrs.)

<b>Basic Skills</b>		<b>15 hours</b>
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
<b>Sciences</b>		<b>8-9 hours</b>
Natural Sciences ( <i>Select one</i> )		
BIOL	111/112 General Biology and Laboratory .....	5
BIOL	113 Environmental Life Science .....	4
BIOL	211 Principles of Biology I.....	4
Physical Sciences ( <i>Select one</i> )		
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
<b>Social Studies</b>		<b>3 hours</b>
SOC	100 Introduction to Sociology .....	3
WGS	200 Introduction to Women's Studies .....	3
<b>Political Studies</b> ( <i>Select one</i> )		<b>3 hours</b>
POLS	101 U.S. Politics .....	3
POLS	103 Comparative Political Institutions.....	3
<b>Producing and Consuming</b>		<b>9 hours</b>
ECON	200 Introduction to Microeconomics .....	3
ECON	201 Introduction to Macroeconomics .....	3
CIS	130 Computer Information Systems .....	3
<b>Fine Arts and Aesthetic Studies</b> ( <i>Select one</i> ) .....		<b>2-3 hours</b>
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

<b>Cultural Studies</b> ( <i>Select one</i> )		<b>3 hours</b>
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

<b>Health and Well Being</b>		<b>4-6 hours</b>
Psychological		
PSYCH	155 General Psychology .....	3
Physical ( <i>Select one</i> )		
FCS	203 Nutrition and Health .....	3
FCS	301 Nutrition .....	3
HHP	150 Lifetime Fitness Concepts.....	1
NURS	303 Introduction to Public Health.....	3

<b>Human Heritage</b>		<b>6 hours</b>
<i>(Select one from two of the following three categories)</i>		
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.