



<p><u>Freshman Year: Fall Semester</u> ENGL 101: English Composition.....3 hours HHP 150: Lifetime Fitness Concepts.....1 hour MATH 113: College Algebra.....3 hours MGT 101: Introduction to Business.....3 hours PSYCH 155: General Psychology.....3 hours UGS 150: Gorilla Gateway.....2 hours</p> <p>Total Credits.....15 hours</p>	<p><u>Freshman Year: Spring Semester</u> ACCTG 201: Financial Accounting.....3 hours ANY D3 Course.....3 hours CIS 130: Computer Information Systems.....3 hours ENGL 299: Introduction to Research Writing.....3 hours MATH 143: Elementary Statistics.....3 hours</p> <p>Total Credits.....15 hours</p>
<p><u>Sophomore Year: Fall Semester</u> ANY D1 or E1 Course.....3 hours ANY F4 Course.....4 hours COMM 207: Speech Communication.....3 hours ECON 200: Principles of Microeconomics OR ECON 201: Principles of Macroeconomics.....3 hours Open Elective.....2 hours</p> <p>Total Credits.....15 hours</p>	<p><u>Sophomore Year: Spring Semester</u> ACCTG 202: Managerial Accounting.....3 hours ANY E Course.....3 hours ECON 200: Principles of Microeconomics OR ECON 201: Principles of Macroeconomics.....3 hours Open Elective.....3 hours Open Elective.....3 hours</p> <p>Total Credits.....15 hours</p>
<p><u>Junior Year: Fall Semester</u> ANY ECON 300+ Course.....3 hours MGT 310: Business Statistics.....3 hours MGT 320: Basic Quantitative Methods.....3 hours MGT 330: Management & Organizational Behavior...3 hours MKTG 330: Principles of Marketing.....3 hours</p> <p>Total Credits.....15 hours</p>	<p><u>Junior Year: Spring Semester</u> FIN 326: Business Finance.....3 hours MGT 210: Business Professionalism (WL).....3 hours MGT 420: Quantitative Decision Making.....3 hours MKTG 510: Consumer Behavior.....3 hours Open Elective.....3 hours</p> <p>Total Credits.....15 hours</p>
<p><u>Senior Year: Fall Semester</u> IB 330: International Business OR IB 340: International Marketing.....3 hours MGT 430: Legal & Social Environment of Business....3 hours MKTG 520: Marketing Research.....3 hours MKTG Elective.....3 hours Open Elective.....3 hours</p> <p>Total Credits.....15 hours</p>	<p><u>Senior Year: Spring Semester</u> CIS 420: Management Information Systems.....3 hours MGT 690: Business Strategy.....3 hours MKTG 680: Applied Marketing Management.....3 hours MKTG Elective.....3 hours MKTG Elective.....3 hours</p> <p>Total Credits.....15 hours</p>

2022-2023 CATALOG
PITTSBURGH STATE UNIVERSITY KELCE COLLEGE OF BUSINESS
MAJOR COURSE SEQUENCE: MARKETING

Prerequisite for All Upper Level Marketing Courses:

MKTG 330
Principles of Marketing

Required Courses (9 hours)

MKTG 510
Consumer Behavior



MKTG 520
**Marketing Research



MKTG 680
Applied Marketing Mgt

One Course Required (3 hours)

IB 330
+International Business

IB 340
+International Marketing

Select 9 hours from any Marketing (MKTG) course numbered 300 or above not already applied to the degree. Substitutions of electives with courses 300 or above must be approved by the advisor.

Some examples include:

MKTG 460
Social Media Marketing

MKTG 420
Services Marketing

MKTG 430
Retail & Channels Mgt

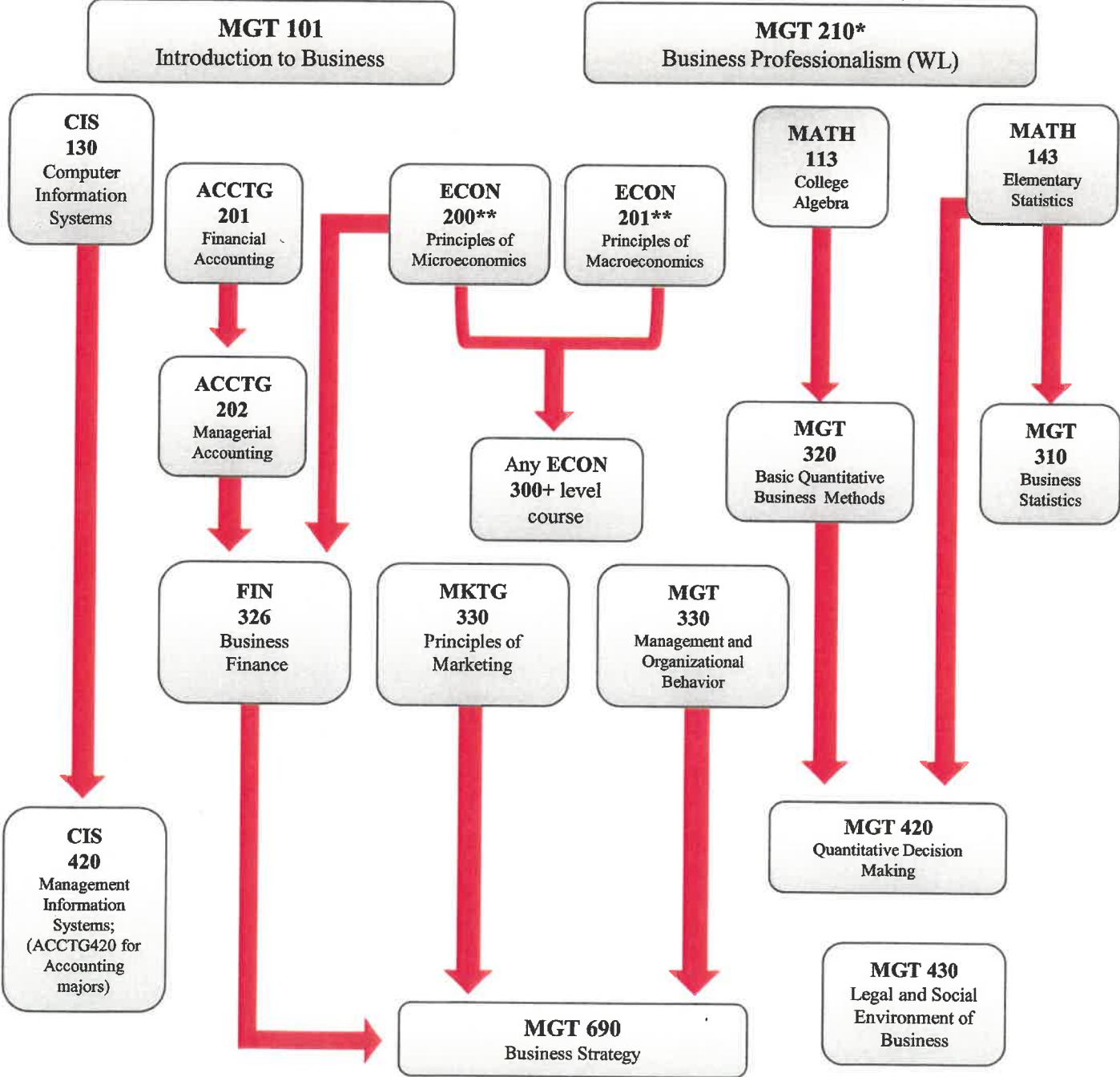
MKTG 410/610
Topics in Marketing

MKTG 620
Marketing Internship

MKTG 450
Personal Selling & Sales Mgt

- Notes:**
- Courses numbered 300 require junior standing (55 credit hours)
 - Courses numbered 400 and above require admission to the College of Business
 - Refer to University Catalog for required prerequisites
 - **Prerequisite of MGT 310 Business Statistics required
 - + Prerequisite of MKTG 330 Principles of Marketing and MGT 330 Management and Organizational Behavior required

2022-2023 Catalog
PITTSBURGH STATE UNIVERSITY
KELCE COLLEGE OF BUSINESS
 Course Sequence: Kelce Core
 Bachelor of Business Administration



Notes:

*MGT210 requires the completion of ENGL101 and COMM207.
 **ECON200 and 201 require Sophomore standing (25 credit hours complete).
 Courses numbered 300 and above require Junior standing (55 credit hours complete).
 Courses numbered 400 and above require admission to the College of Business.
 MGT690 requires Senior standing (85 credit hours complete); MGT510 may be taken as a prerequisite or corequisite to MGT690.