



**Bachelor of Science in Marketing**

**市场营销（国际方向）**

Major code 专业代码: 40400

Minimum GPA Requirement 最低绩点要求: 2.5

For WKU 2019 freshman and onward

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>CPS 1032</b> Microcomputer Applications 计算机应用	3		<b>MATH 2400</b> Calculus for Business & Economics (or 2415 Calculus I; in place of Math 1044) 商业及经济学微积分	3
<b>GE 1000</b> Transition to Kean 过渡到肯恩	1		<b>ECON 1020/1021</b> Principles of Economics I/II 经济学原理 I/II	3
<b>ENG 1300</b> College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		<b>ENG 1430</b> College Composition for Non-Native Students II (counts as ENG 1030 and 3-credit free electives) 非母语学生英文作文 II	6
<b>ESL 0303</b> Academic Oral Discourse I 学术口语演讲 I	3		<b>ESL 0403</b> Academic Oral Discourse II 学术口语演讲 II	3
<b>ESL 0305</b> Academic Written Discourse I 学术书面用语 I	3		<b>ESL 0405</b> Academic Written Discourse II 学术书面用语 II	3
	<b>16</b>			<b>18</b>

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>ACCT 2200</b> Principles of Accounting I 会计学原理 I	3		<b>ACCT 2210</b> Principles of Accounting II 会计学原理 II	3
<b>MGS 2150</b> Business Statistics 商业统计及应用	4		<b>BLAW 2051</b> Business Law I 国际商法 I	3
<b>MKT 2500</b> Principles of Marketing 营销学原理	3		<b>MKT 3510</b> Consumer Behavior 消费者行为学	3
<b>ECON 1020/1021</b> Principles of Economics I/II 经济学原理 I/II	3		<b>MGS 2030</b> Principles of Management 管理学原理	3
<b>ENG 2403</b> World Literature 世界文学	3		<b>GE 2021</b> Research and Technology 研究与技术	3
<b>COMM 1402</b> Speech and Communication 口语交流	3		<b>COMM 3590</b> Bus & Professional Communication 商业与职业沟通	3
	<b>19</b>			<b>18</b>

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>MKT 3550</b> Marketing Research 市场研究	3		<b>MKT 4220</b> International Marketing 国际市场营销	3
<b>FIN 3310</b> Corporate Finance I 基础金融 I	3		<b>MGS 3030</b> HR Management*人力资源管理	3
<b>MGS 3040</b> Management Info Systems 管理信息系统	3		<b>MGS 3100</b> (old MGS4010) Operations Management 运营管理	3
<b>HIST 1062</b> Worlds of History 世界历史	3		<b>MKT 3720</b> Logistics and Transportation 物流及运输 ( or Free Elective 自由选修 3000/4000 level )	3
<b>ENG 3090</b> Bus & Pro Writing 商务与专业写作	3		GE Laboratory Science 通识实验科学选修	4
GE Humanities Elective 通识人文选修	3			
	<b>18</b>			<b>16</b>

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>MKT 3490</b> Internet Marketing 网络营销	3		<b>MKT 3650</b> Marketing Channels 营销渠道	3
<b>MKT 4500</b> Seminar in Marketing Strategy 营销战略研讨	3		<b>MGS 3520</b> Bus Ethics & Corp Responsibility 商业道德与公司责任	3
<b>MKT 4998</b> Senior Thesis 毕业论文	3		<b>MGS 4999</b> Integrative Business Strategy 综合商务战略	3
<b>MGS 3050</b> Negotiation Strategies* 谈判策略	3		Free Elective 自由选修	3
GE Social Sciences Elective 通识社会科学选修	3			
	<b>15</b>			<b>12</b>

A business student is required to successfully complete a graduation thesis in 4998 thesis courses to qualify for degree conferral.

This version: 23/03/2022 and **Subject to Changes and Revisions**

\* May be used as a 3000/4000 elective