



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

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

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MKT 3550 Marketing Research 市场研究	3		MKT 4220 International Marketing 国际市场营销	3
FIN 3310 Corporate Finance I 基础金融 I	3		MGS 3030 HR Management*人力资源管理	3
MGS 3040 Management Info Systems 管理信息系统	3		MGS 3100 (old MGS4010) Operations Management 运营管理	3
HIST 1062 Worlds of History 世界历史	3		MKT 3720 Logistics and Transportation 物流及运输 (or Free Elective 自由选修 3000/4000 level)	3
ENG 3090 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			
	18			16

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MKT 3490 Internet Marketing 网络营销	3		MKT 3650 Marketing Channels 营销渠道	3
MKT 4500 Seminar in Marketing Strategy 营销战略研讨	3		MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3
MKT 4998 Senior Thesis 毕业论文	3		MGS 4999 Integrative Business Strategy 综合商务战略	3
MGS 3050 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			
	15			12

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



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此版本仅适用于自主招生学生（高考生不适用）

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
CPS 1032 Microcomputer Applications 计算机应用	3		MATH 2400 Calculus for Business & Economics (or 2415 Calculus I; in place of Math 1044) 商业及经济学微积分	3
GE 1000 Transition to Kean 过渡到肯恩	1		ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3
ENG 1300 College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		ENG 1430 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
ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3		MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3
MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3			
	16			15

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
ACCT 2200 Principles of Accounting I 会计学原理 I	3		ACCT 2210 Principles of Accounting II 会计学原理 II	3
MGS 2150 Business Statistics 商业统计及应用	4		BLAW 2051 Business Law I 国际商法 I	3
MKT 2500 Principles of Marketing 营销学原理 (if not offered in the freshman year)	3		MKT 3510 Consumer Behavior 消费者行为学	3
COMM 1402 Speech and Communication 口语交流	3		MGS 2030 Principles of Management 管理学原理 (if not offered in the freshman year)	3
ENG 2403 World Literature 世界文学	3		GE 2021 Research and Technology 研究与技术	3
			COMM 3590 Bus & Professional Communication 商业与职业沟通	3
	16			18

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MKT 3550 Marketing Research 市场研究	3		MKT 4220 International Marketing 国际市场营销	3
FIN 3310 Corporate Finance I 基础金融 I	3		MGS 3030 HR Management*人力资源管理	3
MGS 3040 Management Info Systems 管理信息系统	3		MGS 3100 (old MGS4010) Operations Management 运营管理	3
HIST 1062 Worlds of History 世界历史	3		MKT 3720 Logistics and Transportation 物流及运输 (or Free Elective 自由选修 3000/4000 level)	3
ENG 3090 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			
	18			16

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MKT 3490 Internet Marketing 网络营销	3		MKT 3650 Marketing Channels 营销渠道	3
MKT 4500 Seminar in Marketing Strategy 营销战略研讨	3		MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任 (if not offered in the freshman year)	3
Major elective (blanket waiver of MKT4998 Senior Thesis)	3		MGS 4999 Integrative Business Strategy 综合商务战略	3
MGS 3050 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			
	15			12

* May be used as a 3000/4000 elective

An Independent Admission student **is not** required to complete a graduation thesis in 4998 thesis courses to qualify for degree conferral.

This version: 10/10/2022 and **Subject to Changes and Revisions**