

Program Coordinator: Virginia Fairchild      E-mail: [virginia.fairchild@kctcs.edu](mailto:virginia.fairchild@kctcs.edu)      Phone: 859-246-6265

Program Website: <https://bluegrass.kctcs.edu/education-training/program-finder/business-administration.aspx>

Student Name: \_\_\_\_\_ Student ID: \_\_\_\_\_

*Students must meet college readiness benchmarks as identified by the Council on Postsecondary Education or remedy the identified skill deficiencies.*

First Semester	Credit Hours	Term	Grade	Prerequisites	Notes
BAS 160 Introduction to Business	3				Same as MGT 160
MKT 155 Personal Selling OR COE 199 Cooperative Education	3				Fall only
COM 181 Basic Public Speaking OR COM 252 Introduction to Interpersonal Communication	3				
ENG 101 Writing I	3				
Heritage or Humanities course	3				
<b>Total Semester Credit Hours</b>	<b>15</b>				

Second Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
BAS 267 Introduction to Business Law	3				Same as MGT 267
MKT 282 Principles of Marketing	3			BAS 160	Same as BAS 282
CIT 105 Introduction to Computers OR OST 105 Introduction to Information Systems	3				
ENG 102 Writing II	3				
Natural Sciences course	3				
<b>Total Semester Credit Hours</b>	<b>15</b>				

Third Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
ACC 201 Financial Accounting	3			Sophomore Standing	
MGT 283 Principles of Management	3			BAS 160	Same as BAS 283
MKT 291 Retail Management	3				Fall only
BAS 110 Worksheets in Business Applications OR CIT 130 Productivity Software OR OST 240 Software Integration	3			CIT 105 or OST 105	
MAT 150 College Algebra or higher level Quantitative Reasoning course	3				
<b>Total Semester Credit Hours</b>	<b>15</b>				

Fourth Semester	Cr. Hrs.	Term	Grade	Prerequisites	Notes
ACC 202 Managerial Accounting	3			ACC 201	
BAS 260 Professional Development and Protocol	2				
BAS 270 Business Employability Seminar	1			CIT 105 and sophomore standing	
MKT 290 Advertising and Promotion	3			MKT 282	Spring only
MKT 293 Buying and Merchandising	3			MKT 291	Spring only
Marketing and Retailing Track Technical Course	3				See list on back.
ECO 201 Principles of Microeconomics OR ECO 202 Principles of Macroeconomics	3				
<b>Total Semester Credit Hours</b>	<b>18</b>				
<b>Total Degree Credit Hours</b>	<b>63</b>				

- Graduation Requirements:**
- 25% or more of Total Degree Credit Hours must be earned at BCTC
  - Cumulative GPA must be 2.0 or higher

Advisor Name \_\_\_\_\_ Advisor Contact \_\_\_\_\_

<b>Approved Marketing and Retailing Track Courses (must be different from courses taken to fulfill other requirements)</b>			
<b>Course</b>	<b>Cr. Hrs.</b>	<b>Prerequisites</b>	<b>Notes</b>
BAS 120 Personal Finance	3		
BAS 125 Social Media Marketing: Fundamental Concepts, Skills & Strategies	3		
BAS 126 Social Media Marketing: Project Management and Implementation Strategies	3		
COE 199 Cooperative Education	1 – 3	Completion of at least 12 credit hours in AAS , minimum 2.0 GPA	
ECO 202 Principles of Macroeconomics	3		
ENG 203 Business Writing	3	ENG 101 and ENG 102	
MGT 200 Small Business Management	3	BAS 160	
MGT 258 Project Management	3	MGT 283	Fall only
MGT 288 Self-Management	3		
MKT 299 Selected Topics in Business Management and Marketing (Topic)	3		