

4-Year Course Plan (2017 Intake)
Bachelor's Degree - Marketing Program
between Beijing Institute of Technology, Zhuhai (BITZH) &
University of Kentucky (UK)

Semester 1, Year 1 (at BITZH)	Credit(s)	Semester 2, Year 1 (at BITZH)	Credit(s)
ENGL1080 Composition	3	ENGL1090 Critical Writing	4
ECON1020 Microeconomic Principles	3	ENGL1050 Conversational English I	2
MATH1060 Calculus	3	ECON1010 Macroeconomic Principles	3
Chinese Cultures and Society Elective I: China, Its People and Culture	3	MATH1100 Linear Algebra for Business	3
POLS1090 Ethics and Law	3	Chinese Cultures and Society Elective II: Topics of Modern Language in China	3
PSYC1010 Modern Psychology	1	COMP1040 Introduction to Information Technology	3
PEDU1010 Physical Education 1(A)	1	HIST1010 Outline of Modern Chinese History	2
WPEE1030 Experiential Learning I #	1	PEDU1020 Physical Education 1(B)	1
WPEE1040 Experiential Learning II#	1	POLS1020 Current Social Challenges and Policies	2
Total	19	Total	23

To be taken immediately after the final exam period in semester 1, year 1.

Semester 1, Year 2 (at BITZH)	Credit(s)	Semester 2, Year 2 (at BITZH)	Credit(s)
ENGL2050 Writing in the Disciplines	3	ENGL2060 Public Speaking	3
POLS1100 Western Political Science	3	POLS1080 Chinese Political Science	4
WPEE1010 Community Policy, Management, Leadership and Services	2	MKT2010 Principles of Marketing	3
ACCT2010 Principles of Financial Accounting	3	ACCT2020 Managerial Accounting	3
BUS1010 Introduction to Business	3	BUS2030 Business Law	3
PEDU2010 Physical Education 2(A)	1	BUS2020 Management and Organizational Behavior	3
Elective*	3	PEDU2020 Physical Education 2(B)	1
STAT1020 Introduction to Business Statistics	3	--	--
ENGL1070 Conversational English II	2	Apply for transfer to the UK	--
Total	23	Total	20

Semester 1, Year 3 (at UK)	Credit(s)	Semester 2, Year 3 (at UK)	Credit(s)
MGT 301 Business Management	3	FIN 300 Corporation Finance	3
ECO 391 Economic and Business Statistics	3	MKT 310 Consumer Behavior	3
CIS/WRD 110 Composition and Communication I	3	CIS/WRD 111 Composition and Communication II	3
UK Core: Natural, Physical, and Mathematics Sciences	3	AN 300 Analyzing Business Operations	3
B&E 105 Technology for Business Solutions	1	Marketing Elective (MKT 3++ or MKT 4++)	3
UK Core: Community, Culture and Citizenship in the USA	3	--	--
Total	16	Total	15

Year 4 Option A: Marketing Major without Concentration

Semester 1, Year 4 (at UK)	Credit(s)	Semester 2, Year 4 (at UK)	Credit(s)
MKT 340 Introductory Marketing Research	3	MKT 450 Marketing Strategy and Planning	3
MGT 340 Ethical and Regulatory Environment	3	Marketing Elective (MKT 3++ or MKT 4++)	3
Marketing Elective (MKT 3++ or MKT 4++)	3	CIS 300 Strategic Business and Professional Communication	3
UK Core: Global Dynamics	3	Elective*	3
Elective*	3	Elective*	3
B&E 300 Career Development in Business and Economics	1	Registration for Commencement	--
Apply for Graduation	--	Students may take additional credits in this semester to make up any credit or GPA deficiency.	--
Total	16	Total	15

Year 4 Option B: Marketing Major with International Business Minor (Global Concentration)

Semester 1, Year 4 (at UK)	Credit(s)	Semester 2, Year 4 (at UK)	Credit(s)
MKT 340 Introductory Marketing Research	3	MKT 450 Marketing Strategy and Planning	3
MKT 435 International Marketing	3	FIN 423 International Finance	3
MGT 340 Ethical and Regulatory Environment	3	Marketing Elective (MKT 3++ or MKT 4++)	3
MGT 309 International Business	3	ECO 370 Global Economy	3
UK Core: Global Dynamics	3	CIS 300 Strategic Business and Professional Communication	3
B&E 300 Career Development in Business and Economics	1	Registration for Commencement	--
Apply for Graduation	--	Students may take additional credits in this semester to make up any credit or GPA deficiency.	--
Total	16	Total	15

Notes:

- In implementing the above course plan, the course sequencing may be subject to slight change. Some of the courses may be taken during the summer session.
- If adjustment to this plan is needed, consult the Program Director at BITZH or an academic advisor at the UK.
- After fulfilling the relevant graduation requirements, graduates will be awarded with a Bachelor of Business Administration Marketing degree by the University of Kentucky and a Bachelor of Management in Marketing degree by Beijing Institute of Technology, Zhuhai.
Remark: Dual degrees are applicable only to those who were recruited via the Chinese national college admission schemes (e.g. National College Entrance Examinations).
- MKT 3++ or MKT 4++ can be any MKT course at or above the 300 level and should be decided based on your career interest. The Marketing Electives may include:
UK: MKT 320 Retail and Distribution Management (3 credits)
UK: MKT 330 Promotion Management (3 credits)
UK: MKT 390 Special Topics in Marketing (Subtitle required) (3 credits)
UK: MKT 410 Personal Selling (3 credits)
UK: MKT 430 Services Marketing Management (3 credits)
UK: MKT 435 International Marketing (3 credits)
UK: MKT 445 Sports Marketing (3 credits)
- *KHP, MUP, MUC, and Military courses worth 1 credit hour will not count toward elective hours for graduation.
- The course plan for the fifth-year master's degree program is not listed here. Please visit the University of Kentucky's official website <http://www.uky.edu/> for details.