#### 1

31

# MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)



This program was approved for students entering the university in the Summer 2025-Spring 2026 catalog year. For more information about catalog year, go to Catalog Year Information (https://catalog.louisville.edu/undergraduate/university-wide-unit-specific-policies/catalog-year/).

#### **Bachelor of Science in Business Administration in Marketing**

Unit: Business (BU) (http://business.louisville.edu/)
Department: Marketing (http://business.louisville.edu/marketing/)
Academic Plan Code(s): MKT\_BSB

## **Program Information**

The purpose of the Department of Marketing is to be an intellectual force that benefits our constituents in the local, regional, national, and global community through our creative and entrepreneurial teaching, research, and service activities. Our constituents include: students, employers, alumni, the university community, public and private sector organizations, and professional and academic marketing groups. The Undergraduate major in Marketing is specifically designed to prepare our students for the several career options available in Marketing and to enable them to succeed in the global marketplace.

## **Degree Summary**

•	•		
Code	Title		Hours
		ents (https://catalog.louisville.edu/ ation-requirements/) <sup>1</sup>	31
` '		ucation requirements may be satisficed by the degree program	ed
College/School	l Requirement	s <sup>1,2</sup>	53
Program/Majo	r Requirement	S	27-30
Supporting Co	urses		12-15
Minimum Tota	l Hours		120

To complete the degree in the <u>minimum number of hours</u> listed, some hours from the General Education Requirements must be satisfied by courses defined by the unit and/or program. Using other courses to satisfy General Education requirements will require additional hours to complete the degree requirements. See the Degree Requirements tab for specific coursework. College/School Requirements total of 53 hours includes 6 hours of required courses that also cover General Education requirements.

Specific coursework information can be found on the Degree Requirements tab.

# **Departmental Admission Requirements New Students and Transfer Students**

Admission to the College of Business (https://catalog.louisville.edu/undergraduate/admission/college-business/) ensures admission to the BSBA in Marketing.

### **Current Students\* - Admission in Good Standing**

Students must have both:

- Earned a 2.8 cumulative GPA (students with an established UofL GPA may not include grades for coursework at another institution in consideration for admission); and
- Completion of MATH 111 College Algebra QR (https:// catalog.louisville.edu/undergraduate/general-educationrequirements/) (or equivalent) or completion of MATH 180 Elements of Calculus - QR (https://catalog.louisville.edu/undergraduate/ general-education-requirements/)

\*Students who are currently enrolled in the College of Business as a Bachelor of Science in Business Administration or Business Economics major are permitted to change to Bachelor of Science in Business Administration in Marketing major as long as they are in good academic standing.

# **General Education Requirements**

Code Title Hours

General Education Requirements (https://catalog.louisville.edu/undergraduate/general-education-requirements/)  $^{\rm 1}$ 

The following courses are required by the program and can satisfy the respective General Education Requirement:

MATH 180 Elements of Calculus - QR (https://

catalog.louisville.edu/undergraduate/general-education-requirements/)

or MATH 205Calculus I - QR (https://catalog.louisville.edu/

undergraduate/general-education-requirements/)
ECON 201 Principles of Microeconomics - SB (https://

catalog.louisville.edu/undergraduate/general-

education-requirements/)

or ECON 202 Principles of Macroeconomics - SB (https://

catalog.louisville.edu/undergraduate/general-

education-requirements/)

All degrees require the completion of the University-wide General Education Program (link provided above). Some General Education requirements may be met in the requirements for the major or supporting coursework, in which case additional electives may be required to complete the minimum hours for the degree.

## **College/School Requirements**

Code Title Hours
College of Business Requirements

CAMP 100 Campus Culture/Business Students

Hours



MATH 180	Elements of Calculus - QR (https:// catalog.louisville.edu/undergraduate/general- education-requirements/) <sup>2,3</sup>	3
or MATH 205	Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	
Select one of the	following Ethics courses:	3
PHIL 222	Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
BUS 301	Business Communication	3
BUS 201	Career Development	1
ACCT 201 & ACCT 202	Principles of Financial Accounting Principles of Managerial Accounting	6
ECON 201 & ECON 202	Principles of Microeconomics - SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/) Principles of Macroeconomics - SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/) 4	6
BSTA 201	Business Statistics <sup>5</sup>	3
CIS 205	Information Systems in Organizations	3
General Electives		6
<b>Business Breadth</b>	1	
FIN 301	Corporate Finance	3
MKT 301	Principles of Marketing <sup>6</sup>	3
MGMT 301	Management and Organizational Behavior	3
CLAW 301	Legal Environment of Business	3
CIS 305	Data Analysis for Decision-Making	3
MGMT 401	Operations Management	3
Minimum Total H	ours	53

Total of 53 includes 3 credit hours of ECON and 3 credit hours of MATH that are also counted in the 31 Gen Ed hours above.

Program/Major requirements and Supporting Courses for Tracks in Multi-Cultural Marketing, Professional Sales, Digital Marketing, and Digital Customer Experience Design are articulated on the Track Requirements tab.

## **Program/Major Requirements**

Code	Title	Hours
<b>Marketing Depth</b>		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling <sup>6</sup>	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Marketing Electives <sup>7,8,9</sup>		
Business Electives (not Marketing) 10		6
Minimum Total Hours		

Code	Title	Hours
Supporting	Courses	
General Ele	ctives	15

**Culminating Undergraduate Experience (Graduation requirement)** 

Requirement fulfilled by completing:

Code

MKT 460 Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)

ool Requirements include six hours of the G

- College/School Requirements include six hours of the General Education (3 hours Quantitative Reasoning and 3 hours Social & Behavioral Sciences). General Education Oral Communication: COMM 111, COMM 112 or HON 214 required as prerequisite for BUS 301
- <sup>2</sup> If MATH 205 is taken, there will be 4 total hours of Math
- Completes Quantitative Reasoning General Education
- Completes 3 hours of Social & Behavioral Sciences.
- Students entering College of Business as inter-unit transfers or transfers from another university having completed another statistics course may sit for an equivalency statistics examination to get credit for that course.
- Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.
- Marketing majors are allowed to take up to six (6) co-op credits in the program as part of Marketing electives. These include MKT 397, MKT 398 and/ or MKT 399. Pass/Fail credit is given for approved College of Business co-op work experiences. Marketing Majors may not count MKT 202 as a Marketing Elective.
- <sup>8</sup> Can include up to 6 hours of 200-level MKT coursework.
- <sup>9</sup> Either SPAD 383 or COMM 342 may be taken for 3 hours of MKT
- <sup>10</sup> Marketing Majors may not count MKT 202 as a Business Elective.

Transfer students must take a minimum of 12 credit hours in their major within the College of Business.

Six hours of US and global perspectives courses are required and may be incorporated within the degree program.

NOTE: All prerequisites must be followed.

### **Track Requirements**

## **Track in Multi-Cultural Marketing**

Academic Plan Code(s): MKT BSBMCM

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Specialization Re	equirements	



MKT 201	Multiculturalism in the Marketplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
MKT 202	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate/ general-education-requirements/)	3
or MKT 410	Design Thinking in Marketing	
MKT 451	Multicultural Marketing Strategy	3
Marketing Election		
_	the following Marketing electives:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 370	Global Marketing	
MKT 375	Graphic Design for Business	
MKT 380	Services Marketing	
MKT 397	Co-op in Marketing I	
MKT 490	Special Topics in Marketing	
Cultural Elective		
	e following courses: 1	6
ANTH 310	Race, Culture, Identity	
COMM 333	From Viral to Vital: Building Effective Social Media Strategies	
COMM 350	Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 410	International Communication	
HUM 152	Cultures of America - AH (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
LEAD 314	Diversity in the Workplace - SB (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://catalog.louisville.edu/undergraduate/ general-education-requirements/), SB (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
PAS 227	Survey of American Diversity	
POLS 315	Race, Law and Politics - D1 (https:// catalog.louisville.edu/undergraduate/general- education-requirements/), SB (https:// catalog.louisville.edu/undergraduate/general- education-requirements/)	
SOC 210	Race in the United States - D1 (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/), SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	
Minimum Total F	lours	30

Code	Title	Hours
<b>Supporting Cours</b>	es	
<b>General Electives</b>		12
Code Culminating Unde	Title ergraduate Experience (Graduation requirement)	Hours
- 1		

Requirement fulfilled by completing: MKT 460

Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-

education-requirements/)

### **Track in Professional Sales**

Academic Plan Code(s): MKT BSBPRS

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling <sup>1</sup>	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	3
Specialization Re	quirements	
MKT 397	Co-op in Marketing I	3
MKT 401	Strategic Sales Leadership <sup>1</sup>	3
MKT 465	Consultative Sales <sup>1</sup>	3
<b>Marketing Electiv</b>	es	
Select one of the	following courses:	3
MKT 341	Promotion and Brand Management	
MKT 342	Social Media I	
MKT 349	Business to Business Marketing	
MKT 380	Services Marketing	
MKT 395	Digital Marketing Strategy	
Supporting Electi	ves	
Select one of the	following courses:	3
MGMT 315	Collaboration and Negotiation-SB - SB (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	
MGMT 375	Leadership	
SPAD 395	Sport Sales and Fundraising	
COMM 201	Introduction to Communication Studies - SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 208	Principles in Client and Agency Dynamics	
COMM 302	Speak Up, Speak Out	
COMM 311	Persuasion	
COMM 315	Introduction to Interpersonal Communication	
COMM 342	Introduction to Strategic Communication	

Other courses may be accepted for Cultural Elective credit contingent upon Department approval.



Code	Title	Hours
Supporting Co	ourses	
General Electi	ves	15
Code	Title	Hours
Culminating U	ndergraduate Experience (Graduation requirement)	
Requirement f	ulfilled by completing:	
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-	

Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.

education-requirements/)

## **Track in Digital Marketing**

Academic Plan Code(s): MKT BSBDIM

Code	Title	Hours
Marketing Depth	ı	
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling <sup>1</sup>	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/generaleducation-requirements/)	3
Specialization R	equirements	
MKT 395	Digital Marketing Strategy	3
MKT 342	Social Media I	3
MKT 397	Co-op in Marketing I	3
or MKT 499	Independent Study in Marketing	
Supporting Elect	tives (Select 6 hours)	6
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 290	Emerging Topics in Marketing <sup>2</sup>	
MKT 291	Emerging Topics in Marketing II	
MKT 341	Promotion and Brand Management	
MKT 345	Direct Marketing	
MKT 352	Social Media II	
MKT 375	Graphic Design for Business	
MKT 402	Business of Advertising	
MKT 490	Special Topics in Marketing <sup>3</sup>	
COMM 333	From Viral to Vital: Building Effective Social Med Strategies	ia
COMM 360	Web Site Development	
COMM 370	Development, Design, and Digital Publishing - WF (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	R
Minimum Total I	Hours	27
Code Supporting Cour	Title	Hours
General Elective		15
ocheral Liective	o .	13

Code	Title	Hours
<b>Culminating Und</b>	ergraduate Experience (Graduate requirement)	
Requirement fulf	lled by completing:	
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-	
	education-requirements/)	

Successful completion of MKT 301, MKT 360, MKT 401, and MKT 465 satisfies the requirements for the Undergraduate Certificate in Sales. Students must add certificate as a plan of study in order for the certificate to appear on the transcript.

### **Track in Digital Customer Experience Design**

Academic Plan Code(s):

Code	Title	Hours
Marketing Depth		
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
MKT 441	Market Intelligence and Customer Insights	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Specialization Re	quirements	
CIS 150	Fundamentals of Information Systems	3
CIS 199	Software Development I	3
CIS 343	Analytics Programming	3
MKT 202	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate general-education-requirements/) <sup>1</sup>	3
or MKT 410	Design Thinking in Marketing	
MKT 375	Graphic Design for Business <sup>2</sup>	3
Supporting Election	ves (Select 3 hours)	3
MKT 395	Digital Marketing Strategy <sup>3</sup>	
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 397	Co-op in Marketing I	
CIS 411	Web Application Development	
Minimum Total H	ours	30
Code	Title	Hours
<b>Supporting Cours</b>	es	
<b>Business Elective</b>	s (non-Marketing)	6
<b>General Electives</b>		6
Minimum Total H	ours	12
Code	Title	Hours
<b>Culminating Under</b>	ergraduate Experience (Graduation requirement)	
Requirement fulfi	lled by completing:	
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-	

education-requirements/)

MKT 290 is a 1 credit-hour course offered occasionally; Repeatable for up to 3 credit hours in different topics

Restricted to Special Topic "Integrated Marketing Communications" or other Department approved topic

 $^{1}$  Cardinal Core (SB) + IBM Design Thinking Certification

### Flight Plan

## Marketing

Year 1		
Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	: Cardinal Core Oral Communication - OC	3
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Arts & Humanities - AH	3
	Hours	15
Year 2 Fall		
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
BUS 301	Business Communication	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the fo		3
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
SOC 301	Introduction to Social Statistics	
	Hours	15
Spring		
	: Cardinal Core Historical Perspective - SBH	3
ACCT 202	Principles of Managerial Accounting	3
CLAW 301	Legal Environment of Business	3
MKT 301	Principles of Marketing	3
General Education	: Cardinal Core Arts & Humanities US Perspectives - AHP1	3
Year 3 Fall	Hours	15
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
Select one of the fe	· •	3

	Minimum Total Hours	120
	Hours	15
General Elective		3
General Elective		3
Business Elective	(non-Marketing)	3
Marketing Elective	e	3
MKT 460	Integrative Marketing Strategy - CUE (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3
Spring	Hours	15
General Elective		3
General Elective		3
Marketing Elective	e	3
MGMT 401	Operations Management	3
MKT 441	Market Intelligence and Customer Insights	3
Year 4 Fall		
	Hours	15
General Elective		3
Marketing Elective	е	3
Business Elective	(non-Marketing)	3
MGMT 301	Management and Organizational Behavior	3
FIN 301	Corporate Finance	3
Spring	nouis	10
General Liective	Hours	16
General Elective		3
PHIL 323 General Elective	Medical Ethics	3
PHIL 321	Ethics	
PHIL 225	Business Ethics	
	catalog.louisville.edu/undergraduate/general-education-requirements/)	
PHIL 222	Contemporary Moral Problems - AH (https://	

## Marketing, track in Multi-Cultural Marketing

	·······				
Year 1					
Fall		Hours			
CAMP 100	Campus Culture/Business Students	1			
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)				
ENGL 101	Introduction to College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3			
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4			
General Education	: Cardinal Core Natural Science - S	3			
General Education	: Cardinal Core Natural Science Lab - SL	1			
	Hours	14			
Spring					
ENGL 102	Intermediate College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3			
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3			
General Education	: Cardinal Core Oral Communication - OC	3			
General Education	: Cardinal Core Natural Science - S	3			
General Education	: Cardinal Core Arts & Humanities - AH	3			
	Hours	15			

<sup>&</sup>lt;sup>2</sup> Adobe Badges

<sup>&</sup>lt;sup>3</sup> Google Analytics Certification

Year 2			MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://	
Fall		-		catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/	
CIS 205	Information Systems in Organizations	3		undergraduate/general-education-requirements/)	
ACCT 201	Principles of Financial Accounting	3	PAS 227	Survey of American Diversity	
BUS 301	Business Communication	3	POLS 315	Race, Law and Politics - D1 (https://catalog.louisville.edu/	
CIS 305	Data Analysis for Decision-Making	3		undergraduate/general-education-requirements/), SB	
Select one of the fo BSTA 201	Business Statistics	3		(https://catalog.louisville.edu/undergraduate/general- education-requirements/)	
CJ 326			SOC 210	Race in the United States - D1 (https://	
63 320	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)		333 213	catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)		General Elective	undergraduate/general-education-requirements/)	3
PSYC 301	Introduction to Social Statistics			Hours	15
SOC 301	Introduction to Social Statistics		Year 4		
	Hours	15	Fall		
Spring			MKT 441	Market Intelligence and Customer Insights	3
General Education:	: Cardinal Core Historical Perspective - SBH	3	MGMT 401	Operations Management	3
ACCT 202	Principles of Managerial Accounting	3	MKT 202	Design Thinking for Creative Problem Solving - SB	3
CLAW 301	Legal Environment of Business	3	or MKT 410	(https://catalog.louisville.edu/undergraduate/general- education-requirements/)	
MKT 301	Principles of Marketing	3		or Design Thinking in Marketing	
General Education	: Cardinal Core Arts & Humanities US Perspectives - AHP1	3	MKT 451	Multicultural Marketing Strategy	3
	Hours	15	General Elective		3
Year 3				Hours	15
Fall			Spring		
BUS 201	Career Development	1	MKT 460	Integrative Marketing Strategy - CUE (https://	3
MKT 350	Consumer Behavior	3		catalog.louisville.edu/undergraduate/general-education-	
MKT 360	Professional Relationship Selling	3		requirements/)	
Select one of the fo	-	3	-	- Select one of the following:	3
PHIL 222	Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-		MKT 341	Promotion and Brand Management	
	requirements/)		MKT 342	Social Media I	
PHIL 225	Business Ethics		MKT 370	Global Marketing	
PHIL 321	Ethics		MKT 375 MKT 380	Graphic Design for Business	
PHIL 323	Medical Ethics		MKT 397	Services Marketing Co-op in Marketing I	
General Elective (m	nust meet Cardinal Core Arts & Humanities US	3	MKT 490	Special Topics in Marketing	
Perspectives-AHP1	1)			Select one of the following:	3
General Elective		3	ANTH 310	Race, Culture, Identity	
Spring	Hours	16	COMM 333	From Viral to Vital: Building Effective Social Media	
FIN 301	Corporate Finance	3	001414.050	Strategies	
MGMT 301	Management and Organizational Behavior	3	COMM 350	Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-	
MKT 201	Multiculturalism in the Marketplace - D1 (https://	3		requirements/), SB (https://catalog.louisville.edu/	
	catalog.louisville.edu/undergraduate/general-education-			undergraduate/general-education-requirements/)	
	requirements/), SB (https://catalog.louisville.edu/		COMM 410	International Communication	
Outronal Election	undergraduate/general-education-requirements/)	0	HUM 152	Cultures of America - AH (https://catalog.louisville.edu/	
	Select one of the following:	3		undergraduate/general-education-requirements/)	
ANTH 310 COMM 333	Race, Culture, Identity From Viral to Vital: Building Effective Social Media		LEAD 314	Diversity in the Workplace - SB (https://catalog.louisville.edu/undergraduate/general-education-	
	Strategies			requirements/)	
COMM 350	Introduction to Intercultural Communication - D2 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)		MGMT 290	Managing A Diverse Workplace-SBD1 - D1 (https://catalog.louisville.edu/undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
COMM 410	International Communication		PAS 227	Survey of American Diversity	
HUM 152	Cultures of America - AH (https://catalog.louisville.edu/		POLS 315	Race, Law and Politics - D1 (https://catalog.louisville.edu/	
LEAD 314	undergraduate/general-education-requirements/) Diversity in the Workplace - SB (https:// catalog.louisville.edu/undergraduate/general-education-			undergraduate/general-education-requirements/), SB (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MKT 201	requirements/) Multiculturalism in the Marketplace - D1 (https://catalog.louisville.edu/undergraduate/general-education-		SOC 210	Race in the United States - D1 (https:// catalog.louisville.edu/undergraduate/general-education- requirements/), SB (https://catalog.louisville.edu/	
	requirements/), SB (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)		General Elective	undergraduate/general-education-requirements/)	3
	and graduate, general education requirements,				ŭ



Minimum Total Hours	120
Hours	15
General Elective	3

# Marketing, track in Professional Sales

Vacr	1

Year 1				
Fall		Hours		
CAMP 100	Campus Culture/Business Students	1		
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)			
ENGL 101	3			
MATH 180 or MATH 205	requirements/)  Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3-4		
General Education	: Cardinal Core Natural Science - S	3		
General Education	: Cardinal Core Natural Science Lab - SL	1		
	Hours	14		
Spring				
ENGL 102	Intermediate College Writing - WC (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	3		
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3		
General Education	: Cardinal Core Oral Communication - OC	3		
General Education	: Cardinal Core Natural Science - S	3		
General Education	: Cardinal Core Arts & Humanities - AH	3		
	Hours	15		
Year 2 Fall				
CIS 205	Information Systems in Organizations	3		
ACCT 201	Principles of Financial Accounting	3		
BUS 301	Business Communication	3		
CIS 305	Data Analysis for Decision-Making	3		
Select one of the f	ollowing:	3		
BSTA 201	Business Statistics			
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)			
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)			
PSYC 301	Introduction to Social Statistics			
SOC 301	Introduction to Social Statistics			
Spring	Hours	15		
	: Cardinal Core Historical Perspective - SBH	3		
ACCT 202	Principles of Managerial Accounting	3		
CLAW 301	Legal Environment of Business	3		
MKT 301	Principles of Marketing	3		
General Education	: Cardinal Core Arts & Humanities US Perspectives - AHP1	3		
Year 3	Hours	15		
Fall				
BUS 201	Career Development	1		
MKT 350	Consumer Behavior	3		
MKT 360	Professional Relationship Selling	3		
Select one of the f	ollowing:	3		

		Minimum Total Hours	120
		Hours	15
Ge	eneral Elective		3
Ge	eneral Elective		3
	MKT 395	Digital Marketing Strategy	
	MKT 380	Services Marketing	
	MKT 349	Business to Business Marketing	
	MKT 342	Social Media I	
	MKT 341	Promotion and Brand Management	
Se	elect one of the	requirements/) following:	3
M	KT 460	Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education-	3
	KT 397	Co-op in Marketing I	3
Sn	oring	- Notice	15
	LICOUVE	Hours	15
	eneral Elective		3
	eneral Elective	Constitutive dates	3
	KT 465	Consultative Sales	3
	GMT 401	Market Intelligence and Customer Insights  Operations Management	3
Fa	III KT 441	Market Intelligence and Customer Insights	3
	ar 4		
		Hours	15
Ge	eneral Elective		3
	COMM 342	Introduction to Strategic Communication	
	COMM 315	Introduction to Interpersonal Communication	
	COMM 311	Persuasion	
	COMM 302	Speak Up, Speak Out	
	COMM 208	Principles in Client and Agency Dynamics	
	COMM 201	Introduction to Communication Studies - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
	SPAD 395	Sport Sales and Fundraising	
	MGMT 375	Leadership	
	MGMT 315	Collaboration and Negotiation-SB - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
Se	elect one of the	following:	3
M	KT 401	Strategic Sales Leadership	3
М	GMT 301	Management and Organizational Behavior	3
	N 301	Corporate Finance	3
Sr	oring	Hours	16
Ge	eneral Elective		3
- △	HP1)	•	
Ge		must meet Cardinal Core Arts & Humanities US Perspectives	3
	PHIL 323	Ethics Medical Ethics	
	PHIL 321		
	PHIL 225	requirements/) Business Ethics	
	PHIL 222	Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-	

### Marketing, track in Digital Marketing

#### Year 1

rear r		
Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3

ENGL 101	3	
MATH 180 or MATH 205	3-4	
General Education	n: Cardinal Core Natural Science - S	3
General Education	n: Cardinal Core Natural Science Lab - SL	1
	Hours	14
Spring		
ENGL 102	Intermediate College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	n: Cardinal Core Oral Communication - OC	3
General Education	n: Cardinal Core Natural Science - S	3
General Education	n: Cardinal Core Arts & Humanities - AH	3
Year 2 Fall	Hours	15
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
BUS 301	Business Communication	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the	*	3
BSTA 201 CJ 326	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/	
D01/0.001	undergraduate/general-education-requirements/)	
PSYC 301	Introduction to Social Statistics	
PSYC 301 SOC 301	Introduction to Social Statistics Introduction to Social Statistics	15
SOC 301	Introduction to Social Statistics	15
SOC 301 Spring	Introduction to Social Statistics Introduction to Social Statistics Hours	
SOC 301  Spring General Education	Introduction to Social Statistics Introduction to Social Statistics Hours  1: Cardinal Core Historical Perspective - SBH	3
Spring General Education ACCT 202	Introduction to Social Statistics Introduction to Social Statistics Hours  1: Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting	3
SOC 301  Spring General Education ACCT 202 CLAW 301	Introduction to Social Statistics Introduction to Social Statistics Hours  1: Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business	3 3 3
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301	Introduction to Social Statistics Introduction to Social Statistics  Hours  Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing	3
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301	Introduction to Social Statistics Introduction to Social Statistics  Hours  The Cardinal Core Historical Perspective - SBH  Principles of Managerial Accounting  Legal Environment of Business  Principles of Marketing  The Cardinal Core Arts & Humanities US Perspectives AHP1	3 3 3 3
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301	Introduction to Social Statistics Introduction to Social Statistics  Hours  Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing	3 3 3
Spring General Education ACCT 202 CLAW 301 MKT 301 General Education	Introduction to Social Statistics Introduction to Social Statistics  Hours  The Cardinal Core Historical Perspective - SBH  Principles of Managerial Accounting  Legal Environment of Business  Principles of Marketing  The Cardinal Core Arts & Humanities US Perspectives AHP1	3 3 3 3
SOC 301  Spring  General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3	Introduction to Social Statistics Introduction to Social Statistics  Hours  The Cardinal Core Historical Perspective - SBH  Principles of Managerial Accounting  Legal Environment of Business  Principles of Marketing  The Cardinal Core Arts & Humanities US Perspectives AHP1	3 3 3 3
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall	Introduction to Social Statistics Introduction to Social Statistics Hours  Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing Cardinal Core Arts & Humanities US Perspectives AHP1 Hours	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201	Introduction to Social Statistics Introduction to Social Statistics Hours  Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing Cardinal Core Arts & Humanities US Perspectives AHP1 Hours  Career Development	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350	Introduction to Social Statistics Introduction to Social Statistics Hours  Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing Cardinal Core Arts & Humanities US Perspectives AHP1 Hours  Career Development Consumer Behavior Digital Marketing Strategy	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395	Introduction to Social Statistics Introduction to Social Statistics  Hours  Cardinal Core Historical Perspective - SBH  Principles of Managerial Accounting  Legal Environment of Business  Principles of Marketing  Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development  Consumer Behavior  Digital Marketing Strategy  following:  Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education-requirements/)	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the	Introduction to Social Statistics Introduction to Social Statistics Hours  A: Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing A: Cardinal Core Arts & Humanities US Perspectives AHP1 Hours  Career Development Consumer Behavior Digital Marketing Strategy following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 350 MKT 395 Select one of the 1 PHIL 222 PHIL 225 PHIL 321	Introduction to Social Statistics Introduction to Social Statistics Hours  A: Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing A: Cardinal Core Arts & Humanities US Perspectives AHP1 Hours  Career Development Consumer Behavior Digital Marketing Strategy following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 225 PHIL 321 PHIL 323	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy Following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 222  PHIL 321 PHIL 323 General Elective (1 AHP1)	Introduction to Social Statistics Introduction to Social Statistics Hours  A: Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing A: Cardinal Core Arts & Humanities US Perspectives AHP1 Hours  Career Development Consumer Behavior Digital Marketing Strategy following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 350 MKT 395 Select one of the 1 PHIL 222 PHIL 222 PHIL 321 PHIL 323 General Elective (i	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy  following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Perspectives	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 225 PHIL 321 PHIL 323 General Elective (1 - AHP1) General Elective	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy Following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics	3 3 3 3 15
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 225 PHIL 321 PHIL 323 General Elective (1 - AHP1) General Elective	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy  following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Perspectives  Hours	3 3 3 3 15 1 1 3 3 3 3 16
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 321 PHIL 323 General Elective (1 - AHP1) General Elective  Spring FIN 301	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy  following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Perspectives  Hours  Corporate Finance	3 3 3 3 15 1 1 3 3 3 3 16
SOC 301  Spring General Education ACCT 202 CLAW 301 MKT 301 General Education  Year 3 Fall BUS 201 MKT 350 MKT 395 Select one of the 1 PHIL 222  PHIL 225 PHIL 321 PHIL 323 General Elective (1 - AHP1) General Elective	Introduction to Social Statistics Introduction to Social Statistics Hours  The Cardinal Core Historical Perspective - SBH Principles of Managerial Accounting Legal Environment of Business Principles of Marketing The Cardinal Core Arts & Humanities US Perspectives AHP1  Hours  Career Development Consumer Behavior Digital Marketing Strategy  following: Contemporary Moral Problems - AH (https://catalog.louisville.edu/undergraduate/general-education-requirements/) Business Ethics Ethics Medical Ethics must meet Cardinal Core Arts & Humanities US Perspectives  Hours	3 3 3 3 15 1 1 3 3 3 3 16

MKT 342 Social Media I		3
General Elective		3
	Hours	15
Year 4		
Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	3
Supporting Electiv	ve for Digital Marketing Track	3
General Elective		3
General Elective		3
	Hours	15
Spring		
MKT 397	Co-op in Marketing I	3
MKT 460	Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
Supporting Electiv	ve for Digital Marketing Track	3
General Elective		3
General Elective		3
	Hours	15
	Minimum Total Hours	120

### Marketing, track in Digital Customer Experience Design

٠.		

PSYC 301

Introduction to Social Statistics

Fall		Hours
CAMP 100	Campus Culture/Business Students	1
ECON 202	Principles of Macroeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ENGL 101	Introduction to College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
MATH 180 or MATH 205	Elements of Calculus - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/) or Calculus I - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	3
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Natural Science Lab - SL	1
Spring	Hours	14
ENGL 102	Intermediate College Writing - WC (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
ECON 201	Principles of Microeconomics - SB (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
General Education	: Cardinal Core Oral Communication - OC	3
General Education	: Cardinal Core Natural Science - S	3
General Education	: Cardinal Core Arts & Humanities - AH	3
	Hours	15
Year 2 Fall		
CIS 205	Information Systems in Organizations	3
ACCT 201	Principles of Financial Accounting	3
CIS 305	Data Analysis for Decision-Making	3
Select one of the fo	ollowing:	3
BSTA 201	Business Statistics	
CJ 326	Quantitative Analysis in Criminal Justice - QR (https://catalog.louisville.edu/undergraduate/general-education-requirements/)	
MATH 109	Elementary Statistics - QR (https://catalog.louisville.edu/ undergraduate/general-education-requirements/)	

SOC 301	Introduction to Social Statistics	
General Elective	introduction to Social Statistics	3
Ocheral Liective	Hours	15
Spring	nouis	13
	n: Cardinal Core Historical Perspective - SBH	3
ACCT 202	Principles of Managerial Accounting	3
CLAW 301	Legal Environment of Business	3
MKT 301	Principles of Marketing	3
	n: Cardinal Core Arts & Humanities US Perspectives - AHP1	3
	Hours	15
Year 3		
Fall		
BUS 201	Career Development	1
MKT 350	Consumer Behavior	3
MKT 360	Professional Relationship Selling	3
Select one of the	·	3
PHIL 222	Contemporary Moral Problems - AH (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	
PHIL 225	Business Ethics	
PHIL 321	Ethics	
PHIL 323	Medical Ethics	
General Elective		3
BUS 301	Business Communication	3
	Hours	16
Spring		
FIN 301	Corporate Finance	3
MGMT 301	Management and Organizational Behavior	3
CIS 150	Fundamentals of Information Systems	3
MKT 202 or MKT 410	Design Thinking for Creative Problem Solving - SB (https://catalog.louisville.edu/undergraduate/general- education-requirements/) or Design Thinking in Marketing	3
General Elective	5. Jeongh Himming III mannetting	3
	Hours	15
Year 4 Fall		
MKT 441	Market Intelligence and Customer Insights	3
MGMT 401	Operations Management	3
MKT 375	Graphic Design for Business	3
CIS 199	Software Development I	3
General Elective		3
	Hours	15
Spring		
MKT 460	Integrative Marketing Strategy - CUE (https:// catalog.louisville.edu/undergraduate/general-education- requirements/)	3
Select one of the	following:	3
MKT 203	Artificial Intelligence (AI) in the Marketplace	
MKT 395	Digital Marketing Strategy	
CIS 411	Web Application Development	
MKT 397	Co-op in Marketing I	
CIS 343	Analytics Programming <sup>1</sup>	3
General Elective		3
Business Elective	e (non-Marketing)	3
	Hours	15
	Minimum Total Hours	120

<sup>&</sup>lt;sup>1</sup> Counts as Business Elective (non-marketing).

The Flight Plan outlined above is intended to demonstrate one possible path to completing the degree within four years. Course selection and placement within the program may vary depending on course offerings

and schedule, elective preferences, and other factors (study abroad, internship availability, etc.). Please consult your advisor for additional information about building a flight plan that works for you.

#### **Degree Audit Report**

Degree Audit reports illustrate how your completed courses fulfill the requirements of your academic plan, and which requirements are still outstanding. Degree audits also take transfer credits and test credits into account. "What-if" reports allow you to compare the courses you have completed in your current academic plan to the courses required in another academic plan. Should you have questions about either report, please consult with your academic advisor.

#### Flight Planner

The Flight Planner tool is available for you to create a personalized Flight Plan to graduation. Advisors have access to review your Flight Planner and can help you adjust it to ensure you remain on track to graduate in a timely manner.

#### To create these reports:

- 1. Log into your ULink account.
- 2. Click on the Academic Progress tile.
- 3. Select the appropriate report.
  - a. To run a Degree Audit report, click on "View my Degree Audit."
  - b. To create a What-if report, click on "What-if Advisement Report."
  - c. To run a Flight Planner report, click on "Use My Flight Planner."

Click here to run a Degree Audit report, create a What-if report, or run a Flight Planner report. (https://ulink.louisville.edu)