Wichita State University is located in the largest economic and cultural center in the state of Kansas. Because of the location, the W. Frank Barton School of Business utilizes relationships with local, national and international companies to provide real-world experiences. Some companies who have partnered with the Barton School of Business include: Allen, Gibbs & Houlik LC; Grant Thornton; Dean and Deluca; Koch Industries Inc.; Spirit AeroSystems Inc.; The Coleman Company; Cargill; and CID Group in China.

All business students are encouraged to take advantage of the following opportunities available: Cooperative Education, Internships, Career Network Experience, Community Organizations, Student Groups, National Student Exchange, and Study Abroad. The Barton School of Business currently has study abroad exchange programs in Austria, Germany, Sweden, France, Mexico, China, Taiwan, and Japan with many classes taught in English.

The W. Frank Barton School of Business is committed to excellence in teaching, research and publication. The faculty represents diverse interests, certifications, and backgrounds. The faculty members publish regularly in a variety of top business journals, and have also written several business textbooks. Faculty members have received or been nominated for numerous awards for teaching, such as the WSU Regents Teaching Award, the WSU Board of Trustees in Excellence in Teaching Award, and the Academy for Effective Teaching Award.

The Barton School is accredited by The Association to Advance Collegiate Schools of Business (AACSB International). AACSB Accreditation is the longest standing and most recognized professional accreditation in the world. The Barton School of Business maintains the highest level of accreditation by having all business and accounting programs at all levels (undergraduate and graduate) being accredited.

Less than 5 percent of the world’s business schools have earned AACSB Accreditation. Fewer than 190 institutions worldwide have earned the specialized AACSB Accreditation for Accounting.

The scholarship program annually commits over a quarter million dollars to students in all areas of business. Scholarships range from $250 to the $48,000 Clay Barton Scholarship.

Marketing at WSU
Marketing involves the design, pricing, promotion and distribution of goods and services for consumers. Marketing encompasses consumer behavior, retail business site selection, store layout, distribution, promotion of new and existing products or services, impact of foreign cultures on marketing systems, budgetary issues, market information gathering and sales force management.

The Marketing Department at Wichita State provides students with classes designed to help them grasp marketing’s critical role in analyzing consumer needs and the importance of securing information designed to ensure that goods, services and ideas created by a firm match buyer expectations. In collaboration with the Elliott School of Communication, a minor in personal selling is now available. Personal selling focuses on face-to-face interaction and personal communication between a seller and buyer.

Also available is an emphasis in real estate. The marketing-real estate option prepares students for careers in commercial and residential real estate brokerage and property management.

**WSU is the only Kansas Board of Regents institution to offer a degree program in real estate.**

Admission
When you choose to major in Marketing, you are admitted to the W. Frank Barton School of Business. An academic advisor from the Business Advising Center will help you enroll in an orientation course where you will learn to develop a study plan and specific requirements for degree completion.

Masters Programs
The Barton School of Business also offers four master’s degree programs. The Masters of Accountancy (MACC), Masters of Arts in Economics (MA-Econ), Masters of Business Administration(MBA) with four different focus areas, and the Executive Masters of Business Administration (EMBA).

Contact Information
For more information about the Marketing program at Wichita State, visit wichita.edu/business. To set up a campus visit, go to wichita.edu/campusvisit.
This sheet is an overview of the business major. Many courses have prerequisites and many have minimum grade requirements. Always check with a Business Advisor or your catalog for specifics.

Business Advising Center  Clinton Hall, Room 008  (316) 978-3203

General Requirements

1. The Barton School of Business requires that at least 50% of business courses be completed at WSU.
2. A minimum of 124 credit hours is required for a Bachelor of Business Administration degree.
3. Community college transfer students must complete at least 60 credit hours at a 4-year institution.
4. Courses are 3 credit hours unless otherwise specified. Example (1), (3-5), etc.
5. All majors must have a minimum of twelve unduplicated credit hours; minors a minimum of three unduplicated.

Foundation

1. College English I (ENGL 100 or 101)
2. College English II (ENGL 102)
3. College Algebra (MATH 111 or 112)
4. Public Speaking (COMM 111)

Note: The above must be completed within the first 48 credit hours of college coursework with a grade of C- or better.

Orientation

For incoming freshmen:
1. Becoming a Business Student I (1)
2. Becoming a Business Student II (1)

For transfer and adult students:
1. Transferring to the School of Business (1)

General Education for Business (Mgmt)

1. Critical Reasoning (PHIL 105)
2. General Psychology (PSY 111)

OR

1. Intro. to Sociology (SOC 111)
2. Fine Arts introductory course
3. Humanities intro. course outside of philosophy
4. Intro. course from BIO, CHEM, GEOL, or PHYS
5. Business Ethics (PHIL 306) ***

Advanced Standing

1. Business Calculus (MATH 144) *

OR

1. Calculus (MATH 242) * (5)
2. Introductory Business Statistics (ECON 231)
3. Statistical Software Apps for Business (ECON 232) (1)
4. Principles of Macroeconomics (ECON 201) *
5. Principles of Microeconomics (ECON 202) **
6. Business Software (BADM 160)
7. Financial Accounting (ACCT 210)
8. Managerial Accounting (ACCT 220)

*Meets General Education requirement
**Meets General Education Further Studies area
***Meets General Education Issues & Perspectives area

Business Core

1. Marketing (MKT 300)
2. The Entrepreneurial Experience (ENTR 310)
3. International Business (IB 333) ***
4. Financial Management I (FIN 340)
5. Intro to Production & Operations Management (DS 350)
6. Principles of Management (MGMT 360)
7. Management Information Systems (MIS 395)
8. Legal Environment of Business (BLAW 431)
9. Strategic Management (MGMT 681) capstone course

Marketing Major

1. Marketing Research
2. Consumer Behavior
3. Marketing Programs
4. Two more upper-division marketing courses
5. Two more upper-division major electives approved by a business advisor

Marketing-Real Estate Major

1. Marketing Research
2. Consumer Behavior
3. Marketing Programs
4. Marketing for Service & Nonprofit Organizations

OR

1. Selling & Sales Force Management
2. Principles of Real Estate
3. Two more upper-division real estate courses

Related Programs

All business majors share most of the Advanced Standing and Business Core requirements. You may choose to double major or minor in other areas of business such as economics, entrepreneurship, finance, human resources management, international business, management, management information systems, marketing, operations management, or personal selling.

KSDegreeStats.org

Wichita State University does not discriminate in its employment practices, educational programs or activities on the basis of age, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran. Retaliation against an individual filing or cooperating in a complaint process is also prohibited. Sexual misconduct, relationship violence and stalking are forms of sex discrimination and are prohibited under Title IX of the Education Amendments Act of 1972. Complaints or concerns related to alleged discrimination may be directed to the Director of Equal Opportunity or the Title IX Coordinator, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone (316) 978-3187.

For more information on Marketing at WSU visit wichita.edu/business or call (316) 978-3203.