

MARKETING, BSBA

Requirements for Students Matriculating in or before Academic Year 2018-2019. Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Minimum Overall Grade Point Average: 2.00

Total Hours: 120

Code	Title	Hours
General Education Requirements		
<i>English Composition</i>		
See Academic Regulation 3.5 (http://catalog.okstate.edu/university-academic-regulations/#english-composition)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History & Government</i>		
HIST 1103	Survey of American History	3
POLS 1113	American Government	3
<i>Analytical & Quantitative Thought (A)</i>		
MATH 1483	Mathematical Functions and Their Uses (A)	3
or MATH 1513	College Algebra (A)	
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social & Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
MATH 2103	Business Calculus (A) ¹	3
MGMT 3013	Fundamentals of Management (S) ^{1,2}	3
MKTG 3213	Marketing (S) ^{1,2}	3
Hours Subtotal		40
Diversity (D) & International Dimension (I)		
May be completed in any part of the degree plan		
At least one Diversity (D) course		
At least one International Dimension (I) course		
College/Departmental Requirements		
<i>Business Freshman Seminar</i>		
BADM 1111	Business First Year Seminar	1
<i>Career Planning for Business Success</i>		
BADM 2111	Career Planning for Business Success ¹	1
<i>Professional Development for Business Development</i>		
BADM 3111	Professional Development for Business Success ¹	1
Hours Subtotal		3
Major Requirements		
A minimum GPA of 2.00 is required for these 63 hours		
<i>Common Body</i> ²		

ACCT 2003	Survey of Accounting ¹	3
BADM 3113	Interpersonal Skills ¹	3
ECON 2003	Microeconomic Principles for Business ¹	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Operation Analytics	3

Major Requirements

A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements

18 of these 36 hours must be in residence at OSU

MKTG 3323	Consumer and Market Behavior	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4683	Managerial Strategies in Marketing	3
or MKTG 4693	Marketing Strategy and Customer-Employee Interactions	

Select 12 hours of upper-division marketing electives. 12

Select an additional 12 hours of upper-division courses from any field in the Spears School of Business. 12

Hours Subtotal 63

Electives

Select 14 hours 14

May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.

Hours Subtotal 14

Total Hours 120

¹ Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

² MGMT 3013 Fundamentals of Management (S) and MKTG 3213 Marketing (S) are common body requirements, but are counted in general education requirements.

Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
2. Forty-five hours of upper division courses required.

Additional State/OSU Requirements

- **At least:** 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- **Limit of:** one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as

these changes do not result in semester credit hours being added or do not delay graduation.

- Degrees that follow this plan must be completed by the end of Summer 2024.