MARKETING, BSBA

Requirements for Students Matriculating in or before Academic Year 2020-2021. 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1113</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1313</td>
<td>Critical Analysis and Writing I</td>
<td></td>
</tr>
<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
<td></td>
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American History & Government

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>HIST 1103</td>
<td>Survey of American History</td>
<td>3</td>
</tr>
<tr>
<td>or HIST 1483</td>
<td>American History to 1865 (H)</td>
<td></td>
</tr>
<tr>
<td>or HIST 1493</td>
<td>American History Since 1865 (DH)</td>
<td></td>
</tr>
<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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Analytical & Quantitative Thought (A)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MATH 1483</td>
<td>Mathematical Functions and Their Uses (A)</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 1513</td>
<td>College Algebra (A)</td>
<td></td>
</tr>
<tr>
<td>or MATH 1813</td>
<td>Preparation for Calculus (A)</td>
<td></td>
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</table>

Humanities (H)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Courses designated (H)</td>
<td></td>
<td>6</td>
</tr>
</tbody>
</table>

Natural Sciences (N)

Must include one Laboratory Science (L) course

Courses designated (N) with one (L) 7

Social & Behavioral Sciences (S)

Course designated (S) 3

Additional General Education

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 2103</td>
<td>Business Calculus (A) (or higher MATH with (A) designation)</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 3013</td>
<td>Fundamentals of Management (S)</td>
<td></td>
</tr>
<tr>
<td>MGMT 3213</td>
<td>Marketing (S)</td>
<td>3</td>
</tr>
</tbody>
</table>

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

Business Freshman Seminar

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 1111</td>
<td>Business First Year Seminar (or first year seminar course approved by college)</td>
<td>1</td>
</tr>
</tbody>
</table>

Career Planning for Business Success

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 2111</td>
<td>Career Planning for Business Success</td>
<td>1</td>
</tr>
</tbody>
</table>

Professional Development for Business Development

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 3111</td>
<td>Professional Development for Business Success</td>
<td>1</td>
</tr>
</tbody>
</table>

Hours Subtotal 40

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.
3. If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

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 2026.