120

# MARKETING, BSBA

### **Degree Requirements**

Requirements for Students Matriculating in or before Academic Year 2023-2024. Learn more about University Academic Regulation 3.1 (http://catalog.okstate.edu/university-academic-regulations/ #matriculation).

Minimum Overall Grade Point Average: 2.50

Total Hours: 120

General Education Requirements English Composition  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  American History & Government  HIST 1103 Survey of American History 3 or HIST 1483 American History to 1865 (H) or HIST 1493 American History Since 1865 (DH)  POLS 1113 American Government 3  Analytical & Quantitative Thought (A) 3 hours of MATH or STAT designated "A" 3  Humanities (H)  Courses designated (H) 6  Natural Sciences (N)  Must include one Laboratory Science (L) course  Courses designated (N) with one (L) 7  Social & Behavioral Sciences (S)  Course designated (S)  Additional General Education  BADM 2233 Business Analytics Fundamentals (A) 1,4  BADM 2231 Marketing (S) 1,2,4  Hours Subtotal At least one Diversity (D) course  At least one Diversity (D) course  At least one International Dimension (I)  May be completed in any part of the degree plan  At least one International Dimension (I)  May be completed in any part of the degree plan  At least one International Dimension (I)  May be completed Requirements  Business Freshman Seminar  BADM 1111 Business First Year Seminar (or first year seminar course approved by college)  Career Planning for Business Success  BADM 2111 Career Planning for Business Success  BADM 2111 Career Planning for Business Success  1 Professional Development for Business Development  BADM 3111 Professional Development for Business Success  Hours Subtotal	Code	Title	Hours		
See Academic Regulation 3.5 (http://catalog.okstate.edu/ university-academic-regulations/#english-composition)  ENGL 1113 Composition I 3 or ENGL 1213 Composition II 3 American History of American History 3 or HIST 1483 American History to 1865 (H) 4 or HIST 1493 American History Since 1865 (DH) POLS 1113 American Government 3 Analytical & Quantitative Thought (A) 3 hours of MATH or STAT designated "A" 3 Humanities (H) Courses designated (H) 6 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 BADM 2233 Business Analytics Fundamentals (A) 1, 4 3 MKTG 3213 Marketing (S) 1, 2, 4 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 Business Freshman Seminar BADM 1111 Business First Year Seminar (or first year seminar course approved by college)  Career Planning for Business Success BADM 2111 Career Planning for Business Success 1 1 Professional Development for Business Development BADM 3111 Professional Development for Business Success 1	General Education Requirements				
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Course designated (S)  Additional General Education  BADM 2233  Business Analytics Fundamentals (A) 1,4 3  MGMT 3013  Fundamentals of Management (S) 1,2,4 3  MKTG 3213  Marketing (S) 1,2,4 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  Business Freshman Seminar  BADM 1111  Business First Year Seminar (or first year seminar course approved by college)  Career Planning for Business Success  BADM 2111  Career Planning for Business Success  BADM 3111  Professional Development for Business Development  BADM 3111  Professional Development for Business Success 1  1	_				
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BADM 3111 Professional Development for Business 1 Success 1					
	· ·	Professional Development for Business	1		
	Hours Subtotal		3		

#### **Major Requirements**

Major Requirements		
A minimum GPA of 2	2.00 is required for these 63 hours	
Common Body <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>1, 3, 4</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business <sup>1, 4</sup>	3
EEE 2023	Introduction to Entrepreneurship <sup>4</sup>	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 <sup>4</sup>	3
MSIS 3223	Principles of Data Analytics	3
Major Requirements		
A GPA of 2.00 is requ Requirements	uired in these 36 hours of Marketing Major	
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 up	pper-division marketing electives.	12
Select an additional field in the Spears So	12 hours of upper-division courses from any chool of Business.	12
Hours Subtotal		63
Electives		
Select 14 hours <sup>3</sup>		14
activity courses in LI MLSC. Twelve credit	n any upper- or lower-division area except EIS and PE and lower-division AERO and hours earned in advanced AERO and MLSC, arned for summer camp, may be included in	
Hours Subtotal		14

1

**Total Hours** 

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.

4

C or better is required.

### **Program Declaration Requirements**

All new students admitted to the Marketing program in the Spears School of Business are enrolled as pre-Marketing until completion of the following prerequisites:

- ACCT 2003 or ACCT 2103 & 2203, ECON 2003, EEE 2023, MSIS 2103 or BADM 2233, and MKTG 3213 or MGMT 3013, each with a grade of C or higher;
- 2. ENGL 1113, ENGL 1213, and 3 hours MATH/STAT designated;
- 45 credit hours earned for incoming freshman or 12 credit hours at Oklahoma State University for transfer students;
- 4. Minimum GPA of 2.7 at Oklahoma State University

## **Other Requirements**

- 1. A minimum of 50 percent of the business hours required for a degree must be OSU delivered in residence or OSU online courses.
- 2. Forty-five hours of upper-division courses are 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; onefourth 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 2028.