MARKETING: MARKETING COMMUNICATIONS MANAGEMENT, BSBA

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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Program Declaration Requirements</strong></td>
<td></td>
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<tr>
<td></td>
<td>Each course in this section must have a grade of &quot;C&quot; or higher</td>
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<tr>
<td>ACCT 2003</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 2103</td>
<td>Financial Accounting</td>
<td></td>
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<tr>
<td>&amp; ACCT 2203</td>
<td>and Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>ECON 2003</td>
<td>Microeconomic Principles for Business</td>
<td>3</td>
</tr>
<tr>
<td>EEE 2023</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3 hours from the following:</td>
<td>3</td>
</tr>
<tr>
<td>MSIS 2103</td>
<td>Business Data Science Technologies</td>
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<tr>
<td>BADM 2233</td>
<td>Business Analytics Fundamentals (A)</td>
<td></td>
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<tr>
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<td>3 hours from the following:</td>
<td>3</td>
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<tr>
<td>MKTG 3213</td>
<td>Marketing (S)</td>
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<tr>
<td>MGMT 3013</td>
<td>Fundamentals of Management (S)</td>
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<tr>
<td></td>
<td><strong>Additional Requirements</strong></td>
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<tr>
<td>ENGL 1113</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
<td>3</td>
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<tr>
<td>Designated MATH/STAT</td>
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<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td>24</td>
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</tbody>
</table>

Other Requirements

- 45 credit hours earned for incoming freshman or 12 credit hours at OSU for transfer students;
- Minimum GPA of 2.7 at Oklahoma State University.