

MARKETING ESSENTIALS FOR BUSINESS SUCCESS, UCRT

Requirements for Students Matriculating in or before Academic Year 2025-2026. Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Total Hours: 18

Code	Title	Hours
MKTG 3213	Marketing (S)	3
MKTG 3323	Consumer and Market Behavior	3
MKTG 4683	Managerial Strategies in Marketing	3
MKTG 3653	Marketing Analytics	3
or MKTG 4333	Marketing Research	
Choose two of any upper-division marketing courses (six hours).		6
Total Hours		18

Other Requirements

- A minimum of 50 percent of the business hours required for the certificate must be OSU delivered in residence or OSU online courses.