

MARKETING: MARKETING RESEARCH AND ANALYTICS, BSBA

Degree Requirements

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>).

Minimum Overall Grade Point Average: 2.50

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 or ENGL 1313	Composition I Critical Analysis and Writing I	3
ENGL 1213 or ENGL 1413	Composition II Critical Analysis and Writing II	3
<i>American History & Government</i>		
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History American History to 1865 (H) American History Since 1865 (DH)	3
POLS 1113	American Government	3
<i>Quantitative Thought & Logical Reasoning (Q)</i>		
MATH 1513	College Algebra (Q) (or higher MATH designated "A")	3
<i>Understanding Humanities-Human Heritage & Cultures (H)</i>		
Courses designated (H)		6
<i>Reasoning in the Natural Sciences (N)</i>		
Must include one Laboratory-Based Inquiry (L) course		
Courses designated (N) with one (L)		7
<i>Exploring Society & Human Behavior (S)</i>		
MGMT 3013	Fundamentals of Management (S) ^{1,2}	3
<i>Diversity (D)</i>		
Courses designated (D)		3
<i>Global Cultural Competency (G)</i>		
Courses designated (G)		3
<i>Additional General Education</i>		
Additional general education credit hours may be required to meet the total 40-hour minimum of general education credit if courses carry more than one general education designation and can be used to meet multiple general education designation hour requirements above.		
Courses designated (Q), (H), (N), (S), (D), (G), or (F).		
MSIS 2233	Business Analytics Fundamentals (Q) ¹	3
Hours Subtotal		40
College/Departmental Requirements		
UNIV 1111	First Year Seminar	1

BADM 2111	Career Planning for Business Success	1
BADM 3111	Professional Development for Business Success	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 or ACCT 2103 & ACCT 2203	Survey of Accounting ³ Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Principles of Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3213	Marketing (S)	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Marketing Major Requirements</i>		
A GPA of 2.00 is required in these 33 hours of Marketing Major Requirements		
18 of these 33 hours must be in resident at OSU		
MKTG 3323	Consumer and Market Behavior	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing Marketing Strategy and Customer-Employee Interactions	3
STAT 4053	Statistical Methods I for the Social Sciences (Q)	3
MSIS 4673	Data Visualization	3
Select 6 hours of upper-division marketing electives		6
Select an additional 9 hours of upper-division courses from any field in the Spears School of Business.		9
Hours Subtotal		63
Electives		
Select 14 hours ³		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) is a common body requirement, but is 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 OSU delivered in residence or OSU online courses.
- 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 2031.

Example Plan of Study

Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
Freshman		
Fall		
UNIV 1111	First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologies	3
MATH 1513	College Algebra (Q) (or higher math class with A designation)	3
'G' designated course		3
Hours		16
Spring		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
MSIS 2233	Business Analytics Fundamentals (Q)	3
'N' designated course		3
Hours		15
Sophomore		
Fall		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomic Principles for Business	3

MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
'H' designated course		3
Hours		16
Spring		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
STAT 4053	Statistical Methods I for the Social Sciences (Q)	3
3 hours upper division MKTG		3
'H' designated course		3
Hours		15
Junior		
Fall		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Principles of Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
MSIS 4673	Data Visualization	3
3 hours of electives		3
Hours		16
Spring		
BADM 3113	Practical Business and Interpersonal Skills	3
MKTG 4333	Marketing Research	3
'LN' designated course		4
'D' designated course		3
3 hours of electives		3
Hours		16
Senior		
Fall		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketing Strategy and Customer-Employee Interactions	3
3 hours upper-division MKTG		3
3 hours upper-division business		3
3 hours of electives		3
2 hours of electives		2
Hours		14
Spring		
MGMT 4513	Strategic Management	3
3 hours upper-division business		3
3 hours upper-division business		3
3 hours of electives		3
Hours		12
Total Hours		120