

MARKETING: MARKETING RESEARCH AND ANALYTICS, 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

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	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History & Government</i>		
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
<i>Analytical & Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		3
<i>Humanities (H)</i>		
Courses designated (H)		6
<i>Natural Sciences (N)</i>		
Must include one Laboratory Science (L) course		
Courses designated (N) with one (L)		7
<i>Social & Behavioral Sciences (S)</i>		
Course designated (S)		3
<i>Additional General Education</i>		
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.)	1
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	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	Survey of Accounting ^{1, 3, 4}	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills ^{1,}	3
ECON 2003	Microeconomic Principles for Business ^{1, 4}	3
EEE 2023	Introduction to Entrepreneurship ⁴	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 ⁴	3
MSIS 3223	Principles of Data Analytics	3
<i>Marketing Major Requirements</i>		
A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements		
18 of these 36 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	Managerial Strategies in Marketing	3
or MKTG 4693	Marketing Strategy and Customer-Employee Interactions	
STAT 4053	Statistical Methods I for the Social Sciences (A)	3
MSIS 4673	Data Visualization	3
Select 9 hours of upper-division marketing electives		9
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) 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.

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.

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:

- 1. 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;
- 3. 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

Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 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 2029.

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		
BADM 1111	Business 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
3 hours of MATH or STAT designated 'A'		3

Social Science (S with D or I designations)		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
BADM 2233	Business Analytics Fundamentals (A)	3
Natural Science (N)		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
Humanities (H with D or I designation)		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 (A)	3
3 hours upper division MKTG		3
Humanities (H with D or I designation)		3
Hours		15
Junior		
Fall		
BADM 3111	Professional Development for Business Success	1
FIN 3113	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
Natural Science with Lab (LN)		4
3 hours upper division MKTG		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

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:

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

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.