# MARKETING: MARKETING RESEARCH AND ANALYTICS, BSBA

## Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2021-2022. Learn more about University Academic Regulation 3.1 (http://catalog.okstate.edu/university-academic-regulations/#matriculation).

**Minimum Overall Grade Point Average:** 2.00  
**Total Hours:** 120

### General Education Requirements

#### English Composition

See Academic Regulation 3.5 (http://catalog.okstate.edu/university-academic-regulations/#english-composition)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ENGL 1113</td>
<td>Composition I</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1313</td>
<td>Critical Analysis and Writing I</td>
<td></td>
</tr>
<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
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</table>

#### American History & Government

<table>
<thead>
<tr>
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<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>HIST 1103</td>
<td>Survey of American History</td>
<td>3</td>
</tr>
<tr>
<td>or HIST 1483</td>
<td>American History to 1865 (H)</td>
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</tr>
<tr>
<td>or HIST 1493</td>
<td>American History Since 1865 (DH)</td>
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</tr>
<tr>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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</table>

#### Analytical & Quantitative Thought (A)

3 hours of MATH or STAT designated "A"  

#### Humanities (H)

Courses designated (H)  

#### Natural Sciences (N)

Must include one Laboratory Science (L) course

Courses designated (N) with one (L)  

#### Social & Behavioral Sciences (S)

Course designated (S)  

### Analytical & Quantitative Thought (A)

3 hours of MATH or STAT designated "A"  

### Humanities (H)

Courses designated (H)  

### Natural Sciences (N)

Must include one Laboratory Science (L) course

Courses designated (N) with one (L)  

### Social & Behavioral Sciences (S)

Course designated (S)  

### Additional General Education

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BADM 2233</td>
<td>Business Analytics Fundamentals (A)</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 3013</td>
<td>Fundamentals of Management (S)</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3213</td>
<td>Marketing (S)</td>
<td>3</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BADM 1111</td>
<td>Business First Year Seminar (Or first year seminar course approved by college.)</td>
<td>1</td>
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#### Career Planning for Business Success

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 2111</td>
<td>Career Planning for Business Success</td>
<td>1</td>
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</table>

### Total Hours

120

### Hours Subtotal

3

### Major Requirements

A minimum GPA of 2.00 is required for these 63 hours

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ACCT 2003</td>
<td>Survey of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>or ACCT 2103 &amp; ACCT 2203</td>
<td>Financial Accounting and Managerial Accounting</td>
<td></td>
</tr>
<tr>
<td>BADM 3113</td>
<td>Practical Business and Interpersonal Skills</td>
<td>3</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>FIN 3113</td>
<td>Finance</td>
<td>3</td>
</tr>
<tr>
<td>LSB 3213</td>
<td>Legal and Regulatory Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 4513</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>MSIS 2103</td>
<td>Business Data Science Technologies</td>
<td>3</td>
</tr>
<tr>
<td>MSIS 3223</td>
<td>Principles of Data Analytics</td>
<td>3</td>
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</table>

### Marketing Major Requirements

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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MKTG 3323</td>
<td>Consumer and Market Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3653</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4333</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4683 or MKTG 4693</td>
<td>Managerial Strategies in Marketing or Marketing Strategy and Customer-Employee Interactions</td>
<td>3</td>
</tr>
<tr>
<td>STAT 4053</td>
<td>Statistical Methods I for the Social Sciences (A)</td>
<td>3</td>
</tr>
<tr>
<td>MSIS 4673</td>
<td>Data Visualization</td>
<td>3</td>
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</tbody>
</table>

Select 9 hours of upper-division marketing electives  

Select an additional 9 hours of upper-division courses from any field in the Spears School of Business.

### Hours Subtotal

63

### Electives

Select 14 hours

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
Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.
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 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 2027.

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Freshman</td>
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<tr>
<td>Fall</td>
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<td>BADM 1111</td>
<td>Business First Year Seminar</td>
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<td>ENGL 1113 or ENGL 1313</td>
<td>Composition I or Critical Analysis and Writing I</td>
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<tr>
<td>HIST 1103 or HIST 1483 or HIST 1493</td>
<td>Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)</td>
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<tr>
<td>MSIS 2103</td>
<td>Business Data Science Technology</td>
<td>3</td>
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<td>3 hours of MATH or STAT designated 'X'</td>
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<td>3</td>
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<tr>
<td>Social Science (S with D or I designations)</td>
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<td>3</td>
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<tr>
<td>Hours</td>
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Spring

<table>
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<tr>
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<tbody>
<tr>
<td>BADM 2233</td>
<td>Business Analytics Fundamentals (A)</td>
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<td>ENGL 1213 or ENGL 1413</td>
<td>Composition II or Critical Analysis and Writing II</td>
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<td>POLS 1113</td>
<td>American Government</td>
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<tr>
<td>STAT 4053</td>
<td>Statistical Methods I for the Social Sciences (A)</td>
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<tr>
<td>MKTG 3213</td>
<td>Marketing (S)</td>
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<tr>
<td>Humanities (H with D or I designation)</td>
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<td>Hours</td>
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Sophomore

Fall

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<td>BADM 2111</td>
<td>Career Planning for Business Success</td>
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<td>ECON 2003</td>
<td>Microecon Principles for Business</td>
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<td>Fundamentals of Management (S)</td>
<td>3</td>
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<td>MKTG 3213</td>
<td>Marketing (S)</td>
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<td>Humanities (H with D or I designation)</td>
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Junior

Fall

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<td>Professional Development for Business Success</td>
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<td>Legal and Regulatory Environment of Business</td>
<td>3</td>
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<tr>
<td>Hours</td>
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<tr>
<td>MKTG 3653</td>
<td>Marketing Analytics</td>
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<td><strong>Total Hours</strong></td>
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**Spring**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BADM 3113</td>
<td>Practical Business and Interpersonal Skills</td>
<td>3</td>
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<td>MKTG 4333</td>
<td>Marketing Research</td>
<td>3</td>
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<tr>
<td>Natural Science with Lab (LN)</td>
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<td>4</td>
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<td>3 hours upper division MKTG</td>
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**Senior**

**Fall**

<table>
<thead>
<tr>
<th>Course Code</th>
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<tr>
<td>MKTG 4683 or MKTG 4693</td>
<td>Managerial Strategies in Marketing or Marketing Strategy and Customer Employee Interactions</td>
<td>3</td>
</tr>
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<td></td>
<td>3 hours upper division MKTG</td>
<td>3</td>
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<tr>
<td></td>
<td>3 hours upper division business</td>
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<td>3 hours of electives</td>
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<tr>
<td></td>
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**Spring**

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<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MGMT 4513</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>3 hours upper division business</td>
<td>3</td>
</tr>
<tr>
<td></td>
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**Total Hours** 120