

MARKETING: MARKETING RESEARCH AND ANALYTICS, 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:

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.