

MARKETING: SPORTS MARKETING AND REVENUE GENERATION, BSBA

Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2024-2025. 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>Analytical & Quantitative Thought (A)</i>		
3 hours of MATH or STAT designated "A"		
<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>		
MSIS 2233	Business Analytics Fundamentals (A) ¹	3
MGMT 3013	Fundamentals of Management (S) ^{1,2}	3
MKTG 3213	Marketing (S) ^{1,2}	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		
First Year Seminar		
UNIV 1111	First Year Seminar (or other approved first year seminar course)	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 or ACCT 2103 & ACCT 2203	Survey of Accounting ^{1,3} Financial Accounting and Managerial Accounting	3
BADM 3113	Practical Business and Interpersonal Skills ¹	3
ECON 2003	Microeconomic Principles for Business ¹	3
EEE 2023	Introduction to Entrepreneurship	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	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 residence 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
MKTG 3713	Sports Marketing	3
MKTG 4713	Advanced Sports Marketing (Advanced Sports Marketing)	3
MKTG 4813	Sports Sales and Revenue Generation (Sports Sales and Revenue Generation)	3
Select 6 hours from the following courses		6
MKTG 4123	Influencer Marketing	
MGMT 3943	Sports Management	
MKTG 3473	Professional Selling	
MKTG 4613	Content Marketing Strategy	
ECON 3723	The Economics of Sport	
MKTG 4993	Digital Marketing	
MKTG 4543	Social Media Strategies	
MKTG 3873	Marketing or International Business Internship	
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.

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 2030.

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
3 hours of MATH or STAT designated "A"		3
Social Science (S with D or I designation)		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 (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
MKTG 3713	Sports Marketing	3
MSIS 3223	Principles of Data Analytics	3
3 hours from 6 hour list in major		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
MKTG 4713	Advanced Sports Marketing	3
3 hours of upper division business		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 from 6 hour list in major		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
MKTG 4813	Sports Sales and Revenue Generation	3
3 hours of upper division business		3
3 hours of electives		3
2 hours of electives		2
Hours		14

Spring		
MGMT 4513	Strategic Management	3
3 hours of upper division business		3
3 hours of electives		3
3 hours of electives		3
Hours		12

Total Hours 120