# MARKETING: PROFESSIONAL SELLING AND SALES MANAGEMENT, BSBA

## Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2022-2023. Learn more about University Academic Regulation 3.1 ([http://catalog.okstate.edu/university-academic-regulations/#matriculation](http://catalog.okstate.edu/university-academic-regulations/#matriculation)).

Minimum Overall Grade Point Average: 2.50

Total Hours: 120

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<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>
<td></td>
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</tbody>
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See Academic Regulation 3.5 ([http://catalog.okstate.edu/university-academic-regulations/#english-composition](http://catalog.okstate.edu/university-academic-regulations/#english-composition))

### American History & Government

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     |

### Analytical & Quantitative Thought (A)

3 hours of MATH or STAT designated "A" | 3

### Humanities (H)

Courses designated (H) | 6

### Natural Sciences (N)

Must include one Laboratory Science (L) course

Courses designated (N) with one (L) | 7

### Social & Behavioral Sciences (S)

Course designated (S) | 3

### Additional General Education

BADM 2233 | Business Analytics Fundamentals (A) | 3

MGMT 3013 | Fundamentals of Management (S) | 3

MKTG 3213 | Marketing (S) | 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

### Professional Development for Business Development

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

#### Common Body

ACCT 2003 | Survey of Accounting | 3

or ACCT 2103 & ACCT 2203 | 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 | 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

### 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 residence at OSU

MKTG 3323 | Consumer and Market Behavior | 3

MKTG 3473 | Professional Selling | 3

MKTG 4513 | Sales Management | 3

MKTG 3653 | Marketing Analytics | 3

MKTG 3873 | Marketing or International Business Internship | 3

MKTG 4333 | Marketing Research | 3

MKTG 4683 or MKTG 4693 | Managerial Strategies in Marketing | 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

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.
If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

C or better is required.

All students who wish to major in Business should complete the following courses: ACCT 2003; ECON 2003; EEE 2023; MSIS 2103 or BADM 2233, and MKTG 3213 or MGMT 3013 and attain a minimum 2.70 overall GPA prior to undertaking upper division courses.

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 2028.

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.