# MARKETING: PROFESSIONAL SELLING AND SALES MANAGEMENT, 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](http://catalog.okstate.edu/university-academic-regulations/#matriculation)).

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

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<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td><strong>General Education Requirements</strong></td>
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<tr>
<td>ENGL 1113</td>
<td>Composition I</td>
<td>3</td>
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<tr>
<td>or ENGL 1313</td>
<td>Critical Analysis and Writing I</td>
<td></td>
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<tr>
<td>ENGL 1213</td>
<td>Composition II</td>
<td>3</td>
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<tr>
<td>or ENGL 1413</td>
<td>Critical Analysis and Writing II</td>
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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)).

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<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>
<td>POLS 1113</td>
<td>American Government</td>
<td>3</td>
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**American History & Government**  
**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**  
BADM 2233 | Business Analytics Fundamentals (A)  
MGMT 3013 | Fundamentals of Management (S)  
MKTG 3213 | Marketing (S)  

**Hours Subtotal** 40

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| BADM 3111 | Professional Development for Business Success  
ACCT 2003 | Survey of Accounting                                           | 3     |
| or ACCT 2103 | Financial Accounting and Managerial Accounting         |       |
| BADM 3113 | Practical Business and Interpersonal Skills  
ECON 2003 | Microeconomic Principles for Business  
EEE 2023 | Introduction to Entrepreneurship  
FIN 3113 | Finance  
LSB 3213 | Legal and Regulatory Environment of Business  
MGMT 4513 | Strategic Management  
MSIS 2103 | Business Data Science Technologies  
MSIS 3223 | Principles of Data Analytics  
MKTG 3323 | Consumer and Market Behavior  
MKTG 3473 | Professional Selling  
MKTG 4513 | Sales Management  
MKTG 3653 | Marketing Analytics  
MKTG 3873 | Marketing or International Business Internship  
MKTG 4333 | Marketing Research  
MKTG 4683 | Managerial Strategies in Marketing  
or MKTG 4693 | Marketing Strategy and Customer-Employee Interactions   |

Select 6 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

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MKTG 4683 | Managerial Strategies in Marketing  
or MKTG 4693 | Marketing Strategy and Customer-Employee Interactions   |

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

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| BADM 1111 | Business First Year Seminar (Or first year seminar course approved by college.)  
BADM 2111 | Career Planning for Business Success  
Professional Development for Business Development | 1     |

**College/Departmental Requirements**

**Business Freshman Seminar**

**Career Planning for Business Success**

**Professional Development for Business Development**

- Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.  
- 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.
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.