

BACHELOR OF BUSINESS ADMINISTRATION MARKETING

GENERAL EDUCATION Courses that are **required** are in bold type. Courses that are recommended are in *italics*.

Marketing Major Code No. 214

REQUIRED HOURS45-46

Professional Business Core39

Communication8

- ENGL 1113 English Composition I
- ENGL 1213 English Composition II
- COMM 1312 Basic Speech

- ACCTG 2213 Principles of Accounting I
- ECONO 2263 Introduction to Macroeconomics
- ACCTG 2313 Principles of Accounting II
- ECONO 2363 Introduction to Microeconomics
- ECONO 2463 Business Statistics
- MIFOS 3113 Intro to MIS
- GEBUS 3123 Legal Environment of Business
- MRKTG 3143 Principles of Marketing
- MNGMT 3233 Management
- GEBUS 3423 Business Communications
- FINAN 3343 Business Finance
- GEBUS 3823 Quantitative Business Methods
- MNGMT 4923 Strategic Management and Policy

Mathematics3

- MATH 1513 College Algebra
- MATH 2823 Applied Calculus

Computer Applications/Technology2

- COMSC 1022 Computers & Information Access**
- TECH 1122 Technology & Society

Economics

Completion of ECONO 2263 and 2363 satisfies General Education Economics requirement.

Required Marketing Courses.....12

- MRKTG 3243 Promotional Strategy
- MRKTG 3443 Marketing/Consumer Behavior
- MRKTG 4143 Marketing Management
- MRKTG 4243 Marketing Research

Health & Physical Education.....3

- HPER 1133 Wellness Concepts & Exercise Applications (includes 1 hr lab)

Business Electives9

- 3000-4000 Level Marketing (six hours)
- 3000-4000 Level School of Business with advisor approval (three hours)

Natural Sciences8

- BIOL 1004 Biological Concepts**
- Select one of the following:
- SCI 1514 Concepts of Physical Science
- SCI 1614 Science & the Environment
- ASTRO 1904 Astronomy
- GEOL 1934 Physical Geology

Free Electives..... 18-19

Fine Arts & Humanities..... 6

- Select three from the following:
- ART 1222 Art Survey
- LIT 2412 Introduction to Literature
- MUSIC 1012 Introduction to Music I
- PHILO 1452 Introduction to Philosophy

Total124

Minor program listed on page 211.

REGULATIONS PERTAINING TO GRADUATION

U.S. History & Government.....6

- HIST 1063 U.S. History
- POLSC 1103 American Government & Politics

Minimum credit hours for graduation.....124

Minimum credit hours in the liberal arts & sciences50*

Minimum credit hours in upper-division

(3000/4000 courses).....40

Minimum credit hours (3000/4000 courses)

in major completed at SWOSU.....8

Minimum credit hours at SWOSU (including last 8).....30

Minimum Grade Point Average in all coursework.....2.00

Minimum Grade Point Average in major.....2.00

*Includes Micro Economics and Macro Economics

Behavioral/Social Science.....3

- PSYCH 1003 General Psychology**
- SOCIO 1003 Introduction to Sociology

MARKETING MAJOR (Code 214) Suggested Course Sequence

FIRST YEAR		SECOND YEAR	
FIRST SEMESTER	SECOND SEMESTER	FIRST SEMESTER	SECOND SEMESTER
1001 Freshman Orient1 1003 General Psych3 1022 Comp/Info Acc.....2 1063 U.S. History3 1113 English Comp I.....3 1513 College Algebra OR 2823 Appl Calc.....3 2 Hrs. Arts & Hum ¹2 Total:.....17	1004 Biological Conc4 1033 World History3 1133 Wellness Conc.....3 1213 English Comp II.....3 1312 Basic Speech2 2 Hrs. Arts & Hum ¹2 Total:.....17	1103 Amer Govt3 2213 Prin of Acctg I.....3 2263 Intro/Macroecon.....3 4 Hrs. Natural Sciences ³ ...4 2 Hrs. Arts & Hum ¹2 Total:.....15	2313 Prin of Acctg II3 2363 Intro/Microecon3 2463 Bus Statistics3 3113 Intro to MIS.....3 3 Free Electives3 Total:.....15
THIRD YEAR		FOURTH YEAR	
FIRST SEMESTER	SECOND SEMESTER	FIRST SEMESTER	SECOND SEMESTER
3 Hrs. Int'l & Cul Stu ²3 3123 Leg Envrn of Bus3 3143 Prin of Marketing ...3 3233 Management.....3 3423 Bus Comm3 Total:.....15	3343 Bus Finance3 3823 Quant Methods3 4543 Industrial Mrktg*....3 3 Hrs. Business Elec**.....3 3 Hrs. Free Electives*3 Total:.....15	3443 Mrktg/Cons Beh.....3 4243 Mrktg Research.....3 4443 Dist Analysis*.....3 6 Hrs. Free Electives6 Total:.....15	3243 Promo Strategies3 4143 Mrktg Mngmt.....3 4923 Strat Mngmt & Pol..3 6 Hrs. Free Electives6 Total:.....15

¹ Choose from the following: 1222Art Survey; 2412Intro to Literature; 1012Intro to Music I; 1452Intro to Philosophy.

² Choose one course (3-4 hrs) from the following: 1103World Cultural Geography; 1153World Relations & Politics; Foreign Language (4 hr includes 3 hr class and 2 hr lab).

³ Choose one course (4 hrs) from the following: 1514Concepts of Physical Science; 1614Science & the Environment; 1904Astronomy; 1934Physical Geology.

* Other 3000-4000 Level Marketing may be substituted.

** 3000-4000 Level School of Business with advisor approval.