

**EAST CENTRAL UNIVERSITY  
BUSINESS ADMINISTRATION - B.S.  
MARKETING CONCENTRATION  
0076/UG07**

Name \_\_\_\_\_

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ S.S.N. \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ ID No. \_\_\_\_\_

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

Checked by _____ Date _____	Work in progress _____	
<b>Required:</b>	<b>2.0 minimum required in the following areas:</b>	<b>Work lacking:</b>
124 total hours _____ completed	ECU Avg _____ Rtn Avg _____	Major _____ (inc A/C and Related Work)
30 hrs @ ECU _____ completed	Major Overall Avg _____	Minor _____ (incl Rel Wk)
(15 of last 30 must be at ECU) _____	Major ECU Avg _____	Prof Educ _____
60 hrs @ Sr College _____ completed	Minor Overall Avg _____	General Educ _____
40 hrs upper level _____ completed	Minor ECU Avg _____	Comp Prof ___ met ___ not met
HS Curricular Req ___ met ___ not met		Serv Lrng ___ met ___ not met

<u>REQUIREMENTS</u>	<u>HOURS</u>	<u>REQUIREMENTS</u>	<u>HOURS</u>
<b>I. General Education (45 HOURS)</b>		<b>D. Required Business Admin Electives</b>	9
<i>12 hours (COMM 1113, ECON 2003, MATH 1513 or 2613, and MIS 1903) counted in the Major</i>		Nine (9) hours School of Business Upper Level courses	
Other hours needed	33	_____	
<b>II. Major in Business Administration</b>	72	_____	
<b>A. Required General Education</b>	6	<b>III. Related Work</b>	6
___ ECON 2003 Principles & Problems of Econ		<b>Required General Education</b>	6
___ MIS 1903 Computer Business Applications		___ COMM 1113 Fundamentals of Speech	
<b>B. Required in the Business Admin Core</b>	33	___ MATH 1513 College Algebra <b>OR</b>	
___ ACCT 2103 Financial Accounting		___ MATH 2613 Calc for Bus, Life & Soc Sci	
___ ACCT 2203 Managerial Accounting		<b>IV. Minor (Not Required)</b>	
___ BSEC 2603 Bus and Econ Statistics I		<b>V. Electives</b>	13
___ BUCOM 3133 Bus Comm & Report Writing		<b>VI. Total Hours Required</b>	124
___ BUS 4303 Business Strategy and Policy		<b>VII. Special Requirements</b>	
___ BUSLW 3213 The Legal Environment of Business		Students majoring in Business Administration must take at least 40 percent (50 credit hours) of their course work in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, MIS 1903, will be considered non-business courses for this requirement.	
___ ECON 2013 Principles of Micro Economics		The OSRHE computer proficiency graduation requirement will be met through completion of MIS 1903 (including equated or substituted courses), <u>OR</u> successful completion of an associate of arts or associate of science degree at an Oklahoma two-year college in which the computer skills requirement was met. Satisfaction of this requirement may not reduce or remove any program requirements.	
___ FIN 3113 Financial Management		Students beginning at East Central University in the fall 2007 semester or later who have earned less than sixty-four semester hours are required to take two classes with designated service-learning component. Student transferring to ECU for the first time in the fall 2007 semester or later with sixty-four or more semester hours will be required to take one class with a service-learning component.	
___ MGMT 3013 Principles of Management			
___ MIS 3433 Management Information Systems			
___ MKTG 3313 Principles of Marketing			
<b>C. Required for Concentration in Marketing</b>	24		
___ BUS 3203 Business Ethics			
___ BUS 4103 International Bus			
___ MGMT 3063 Production/Operations Management			
___ MKTG 3813 Professional Selling			
___ MKTG 4323 Promotional Policies in Marketing			
___ MKTG 4413 Marketing Research			
___ MKTG 4423 Marketing Management			
AND			
Select one (1) of the following:			
___ ENTR 3303 Marketing for the Entrepreneur			
___ MKTG 3323 Consumer Behavior			
___ MKTG 3353 Retailing Mgmt			
_____		_____	
_____		_____	
_____		_____	