

**EAST CENTRAL UNIVERSITY
BUSINESS ADMINISTRATION - B.S.
MARKETING CONCENTRATION
0076/UG19**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

Checked by _____ Date _____ Required: 124 total hours _____ completed 30 hrs @ ECU _____ completed (15 of last 30 must be at ECU) _____ 60 hrs @ Sr College _____ completed 40 hrs upper level _____ completed HS Curricular Req ___ met ___ not met	Work in progress _____ 2.0 minimum required in the following areas: ECU Avg _____ Rtn Avg _____ Major Overall Avg _____ Major ECU Avg _____ Minor Overall Avg _____	Work lacking: Major _____ (inc A/C and Related Work) Minor _____ (incl Rel Wk) Prof Educ _____ General Educ _____ Comp Prof ___ met ___ not met
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<u>REQUIREMENTS</u>	<u>HOURS</u>	<u>REQUIREMENTS</u>	<u>HOURS</u>
I. General Education (44 HOURS) <i>12 hours (COMM 2253, ECON 2003, MATH 1513 and MIS 1903) counted in the Major</i>		D. Required Business Admin Electives	9
Other hours needed	32	Nine (9) hours Accounting or Business Administration Upper Level courses or COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, or MCOM 4813	
II. Major in Business Administration	75	_____	
A. Required General Education	6	_____	
___ ECON 2003 Principles of Macroeconomics			
___ MIS 1903 Computer Business Applications			
B. Required in the Business Admin Core	36	III. Related Work	6
___ ACCT 2103 Financial Accounting		Required General Education	6
___ ACCT 2203 Managerial Accounting		___ COMM 2253 Communication in the Workplace	
___ BSEC 2603 Bus and Econ Statistics		___ MATH 1513 College Algebra	
___ BUCOM 3133 Bus Comm & Report Writing			
___ BUS 1113 Foundations of Business (Must be taken prior to completing 60 total credit hours) OR		IV. Minor (Not Required)	
___ MGMT 4623 Leadership (Must be taken after completing 60 total credit hours)		V. Electives	11
___ BUS 4303 Business Strategy and Policy		VI. Total Hours Required	124
___ BUSLW 3213 The Legal Environment of Business		VII. Special Requirements	
___ ECON 2013 Principles of Microeconomics		For graduation, a minimum grade point average of 2.25 is required in II. A. and II. B. Business Administration Core courses (excludes courses required for area of concentration).	
___ FIN 3113 Financial Management		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, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.	
___ MGMT 3013 Principles of Management		The OSRHE computer proficiency graduation requirement will be met through completion of MIS 1903 (including equated or substituted courses), OR 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.	
___ MIS 3433 Management Information Systems			
___ MKTG 3313 Principles of Marketing			
C. Required for Concentration in Marketing	24		
___ BUS 4103 Global Business			
___ BUS 4213 Business Ethics			
___ MGMT 3063 Production/Operations Management			
___ MKTG 3333 Digital Marketing			
___ MKTG 3423 Integrated Marketing Communications			
___ MKTG 3813 Professional Selling			
___ MKTG 4413 Marketing Research			
___ MKTG 4623 Marketing Analysis and Strategy			

