

EAST CENTRAL UNIVERSITY
HARLAND C. STONECIPHER SCHOOL OF BUSINESS
BUSINESS ADMINISTRATION – MARKETING CONCENTRATION – B.S. - 0076
DEGREE CHECK SHEET
2025-2026 CATALOG YEAR

➤ **Requirements for Bachelor's Degrees**

- 30 hours at ECU ● 60 hours at senior level college ● 40 hours upper-level courses ● OSRHE computer proficiency requirement
-

I. General Education **40 hours**

A maximum of twelve hours may be counted in both the major/related work and general education.

Choose 2 of the following courses:

- BSEC 4003 Advanced Data Analytics
- MKTG 3423 Integrated Marketing Communications
- MKTG 3123 Event Marketing
- MKTG 4113 Sports Marketing
- MKTG 4123 Retail Management

II. Major in Finance **78 hours**

A. Required Core **42 hours**

- ACCT 2103 Financial Accounting
- ACCT 2203 Managerial Accounting
- BSEC 2603 Bus and Econ Statistics
- BUCOM 3133 Bus Comm & Report Writing
- BUS 1113 Foundations of Business
- BUS 4303 Business Strategy and Policy
- BUSLW 3213 The Legal Environment of Business
- ECON 2003 Principles of Macroeconomics
- ECON 2013 Principles of Microeconomics
- FIN 3113 Financial Management
- MGMT 3013 Principles of Management
- MIS 1903 Computer Business Applications
- MIS 3433 Management Information Systems
- MKTG 3313 Principles of Marketing

Required Business Administration Electives **6 hours**

Six (6) hours Accounting, Business Administration, or Information Technology Management upper-level courses.

B. Required for Concentration in Marketing **30 hours**

- BSEC 3103 Foundations of Data Analytics^
- BUS 4103 Global Business^
- BUS 4213 Business Ethics^
- ITM 3473 Data Visualization
- MGMT 3063 Production/Operations Management^
- MKTG 3113 Consumer Behavior
- MKTG 3813 Professional Selling
- MKTG 3113 Consumer Behavior
- MKTG 4413 Marketing Research

III. Related Work

- COMM 1113 Fundamentals of Human Communication
- MATH 1613 Functions and Modeling **OR**
 - MATH 1513 College Algebra

IV. Minor (Not Required)

V. Electives **2-8 hours**

VI. Total Hours Required **120 hours**

VII. Special Requirements

Courses in the required core and are also denoted with a ^ are considered related work for double majors, minors, and Certificates in the Stonecipher School of Business.

For Graduation, a minimum grade point average of 2.25 is required in the required courses (excludes courses required for area concentration).

Students majoring in Business Administration must take at least 40 percent (48 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.