

East Central University
 Business Administration - Marketing Concentration-
 B.S. 0076/UG 2025 - 2026 Catalog Year

Student Name: _____	Student ID # _____
____ 30 hours at ECU completed	Advisor: _____
____ 60 hours at Sr college completed	
____ 40 hours upper level completed	____ OSRHE Computer Proficiency Requirement met

Requirements	Hours	Hours
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I. General Education	40
<i>A maximum of twelve hours may be counted in both the major/related work and general education.</i>	

Required Business Administration Electives	9
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II. Major in Business Administration	75
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Nine (9) hours Accounting, Business Administration, or Information Technology Management upper level courses.

Required Core Courses	42
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|------|-------|------|---|
| ____ | 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 (must be taken prior to completing 60 total credit hours) OR |
| | MGMT | 4623 | Leadership (must be taken after completing 60 total credit hours) |
| ____ | 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 |

III. Related Work

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| ____ | COMM | 1113 | Communication in the Workplace |
| ____ | MATH | 1613 | Functions and Modeling |

IV. Minor

V. Electives	5
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VI. Total Hours Required	120
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VII. Special Requirements

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

Required for Concentration in Marketing	24
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| ____ | 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 Analytics and Strategy |

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.