

East Central University
 Business Administration - Marketing Concentration- B.S.
 0076/UG 2024-2025 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	
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A maximum of twelve hours may be counted in both the major/related work and general education.

II. Major in Business Administration	75	
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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 |

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 |

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

III. Related Work	
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| ___ | COMM | 1113 | Communication in the Workplace |
| ___ | MATH | 1613 | Functions and Modeling |

IV. Minor	
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V. Electives	5
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VI. Total Hours Required	120
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VII. Special Requirements	
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For graduation, a minimum grade point average of 2.25 is required in the required core courses (excludes courses required for area of 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.