

**EAST CENTRAL UNIVERSITY
BUSINESS ADMINISTRATION - B.S.
MARKETING CONCENTRATION
0076/UG22**

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

REQUIREMENTS

HOURS

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HOURS

I. General Education (44 HOURS)

12 hours (COMM 2253, ECON 2003, MATH 1513 or 1613 and MIS 1903) counted in the Major
Included recommended math course MATH 1613

Other hours needed 32

II. Major in Business Administration

A. Required General Education 6

- ___ ECON 2003 Principles of Macroeconomics
- ___ MIS 1903 Computer Business Applications

B. Required in the Business Admin Core 36

- ___ 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 2013 Principles of Microeconomics
- ___ FIN 3113 Financial Management
- ___ MGMT 3013 Principles of Management
- ___ 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

D. Required Business Admin Electives 9

Nine (9) hours Accounting or Business Administration Upper Level courses or COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, or MCOM 4813

III. Related Work 6

Required General Education 6

- ___ COMM 2253 Communication in the Workplace
- ___ MATH 1513 College Algebra **OR**
- ___ MATH 1613 Functions and Modeling

IV. Minor (Not Required)

V. Electives 11

VI. Total Hours Required 124

VII. Special Requirements

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).

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.

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.

