

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

Required Business Administration Electives 9

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

II. Major in Business Administration **75**

Required Core Courses 42

- ___ 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

- ___ COMM 1113 Communication in the Workplace
- ___ MATH 1613 Functions and Modeling

IV. Minor

V. Electives **5**

VI. Total Hours Required **120**

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

- ___ 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.