

**EAST CENTRAL UNIVERSITY  
BUSINESS ADMINISTRATION - B.S.  
MARKETING CONCENTRATION  
0076/UG15**

Name

Advisor \_\_\_\_\_

Student's Name \_\_\_\_\_ ID No. \_\_\_\_\_

**DEGREE CHECK INCLUDES CURRENT ENROLLMENT**

Checked by _____ Date _____	Work in progress _____	
Required: 124 total hours _____ completed	2.0 minimum required in the following areas:	Work lacking: Major _____ (inc A/C and Related Work)
30 hrs @ ECU _____ completed	ECU Avg _____ Rtn Avg _____	Minor _____ (incl Rel Wk)
(15 of last 30 must be at ECU) _____	Major Overall Avg _____	Prof Educ _____
60 hrs @ Sr College _____ completed	Major ECU Avg _____	General Educ _____
40 hrs upper level _____ completed	Minor Overall Avg _____	Comp Prof _____ met _____ not met
HS Curricular Req _____ met _____ not met	Minor ECU Avg _____	Serv Lrng _____ met _____ not met

**REQUIREMENTS**

**HOURS**

**REQUIREMENTS**

**HOURS**

**I. General Education (45 HOURS)**  
*12 hours (COMM 2253, ECON 2003, MATH 1513 and MIS 1903) counted in the Major*

Other hours needed **33**

**II. Major in Business Administration **75****

**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
- \_\_\_ 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 3353 Retailing and eBusiness Mgmt
- \_\_\_ 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 3893, or MCOM 4813 (ORGL courses do not count as Business Administration Electives)

**III. Related Work **6****

- Required General Education **6****
- \_\_\_ COMM 2253 Communication in the Workplace
  - \_\_\_ MATH 1513 College Algebra

**IV. Minor (Not Required)**

**V. Electives **10****

**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.

Students beginning at East Central University in the fall 2007 semester or later who have earned less than sixty-four semester hours are required to take two classes with designated service-learning component. Students transferring to ECU for the first time in the fall 2007 semester or later with sixty-four or more semester hours will be required to take one class with a service-learning component.

---

---

---

---

---

---

---

---

---

---