Program: Marketing  
Major: Marketing  
Degree: Bachelor of Business Administration (B.B.A.)  
Dept: Marketing  
College: Business  
Major Code: 2140

**University Core (Total Listed 42-44)**

Specific courses within the University Core are listed on pages 95-96. 
- Courses from the major may apply to the areas marked in the University Core.

**Written and Oral Communication** .................................................. 9

**Quantitative Reasoning/Scientific Method** ...................................... 10-11
- Math .......................................................... 3
- Life Science ................................................... 4
- Physical Science ............................................ 3-4

**Critical Inquiry and Aesthetic Analysis** ......................................... 6
- Aesthetic Analysis ........................................... 3
- Critical Inquiry .............................................. 3

<table>
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<th>Minimum Required Hours</th>
<th>Support Courses</th>
<th>Minimum Required Hours</th>
<th>Major Requirements</th>
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<td><strong>Marketing</strong> .................................................. 66</td>
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</table>

- **Required courses:**
  - ECON 2103 Principles of Microeconomics
  - MATH 1513 College Algebra OR
  - MATH 1533 Precalculus Algebra OR
  - High School Algebra II (with a minimum grade of “C”)
  - MATH 2053 Math Analysis for Business

Upon completion of the above courses, corresponding University Core requirements will be satisfied. (These courses are required for this major regardless of previous degrees conferred.)

<table>
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<th><strong>Major Requirements</strong></th>
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- **Business core courses** ............................................. 36
  - **Required courses:**
    - ACCT 2113 Accounting I
    - ACCT 2133 Accounting II
    - ECON 2173 Principles of Business Statistics
    - ECON 2203 Principles of Macroeconomics
    - MRKT 3013 Principles of Marketing
    - MGMT 3103 Principles of Management
    - LS 3113 Legal Environment of Business
    - BCOM 3143 Business Communication
    - ISOM 3263 Management Information Systems
    - ISOM 3313 Operations Management
    - ISOM 3323 Business Analytics
    - FIN 3563 Fundamentals of Business Finance

- **Capstone** ................................................................. 3
  - MGMT 4813 Strategic Management (Senior Status) * #

- **Electives to bring total to** ................................ 124

**Minimum Grade Requirements**

1. Average in (a) all college course work, (b) course work at UCO, (c) major courses, and (d) business core courses (including the capstone course) .................................................. 2.25

For other regulations pertaining to graduation, see pages 66-67 of the 2019-2020 catalog.

* All Business Support and Business Core Courses must be completed prior to taking the Capstone Course.

# All BBA or BS in Accounting majors must successfully complete the Business Senior Exam (BSE) as a component of MGMT 4813 Strategic Management.