

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 96-97.**

• 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

**American Historical and Political Analysis ..... 6**

- American National Government ..... 3
- American History ..... 3

**Cultural and Language Analysis ..... 3-4**

- Second Language ..... 4
- OR
- Cultural Analysis..... 3

**Social and Behavioral Analysis ..... 3**

**Life Skills ..... 5**

- Required Health Course..... 2
- Elective Life Skills..... 3

**Minimum  
Required Hours**

**Minimum  
Required Hours**

**Support Courses**

**Business Support Courses .....6-9**

Required courses:

- ECON 2103 Principles of Microeconomics
- MATH 1513 College Algebra **OR**
- MATH 1533 Algebra for STEM **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.)

**Major Requirements**

**Marketing ..... 66**

**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) \* #

\* 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.

**Marketing ..... 27**

- Required courses..... 12
- MRKT 3423 Consumer and Marketing Behavior
- MRKT 4113 Marketing Research
- MRKT 4463 Integrated Marketing Communication **OR**
- MRKT 3123 Professional Selling
- MRKT 4813 Marketing Management

Elective Marketing ..... 15  
 Any 3000/4000 level MRKT course

Courses in other fields that may also be selected:

- BCOM 4333 Negotiations
- GEO 4113 Geographic Information Systems

**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 68-69 of the 2018-2019 catalog.**