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

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) * #

Minimum Grade Requirements

1. Average in (a) all college course work, (b) course work at UCO, and (c) major courses ........................................ 2.25
2. In all Business Support Courses and Business Core Courses
minimum grade of ................................................................. “C”

For other regulations pertaining to graduation, see pages 67-68 of the 2017-2018 catalog.