Program: Marketing
Major: Marketing - Professional Selling
Degree: Bachelor of Business Administration (B.B.A.)

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

Support Courses

Business Support Courses ......................................................... 6-9
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.)

Major Requirements

Marketing - Professional Selling ................................................. 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, (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.

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

Elective Marketing Courses ....................................................... 9
Select from the following courses:
MRKT 3313 Business Logistics
MRKT 3443 Business to Business Marketing
MRKT 4433 Purchasing and Materials Management
MRKT 4900 Practicum in Professional Selling
MRKT 4950 Internship (Sales)

Electives to bring total to ............................................ 124