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)

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Minimum Required Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written and Oral Communication</td>
<td>9</td>
</tr>
<tr>
<td>Quantitative Reasoning/Scientific Method</td>
<td>10-11</td>
</tr>
<tr>
<td>Life Science</td>
<td>4</td>
</tr>
<tr>
<td>Physical Science</td>
<td>3-4</td>
</tr>
<tr>
<td>Critical Inquiry and Aesthetic Analysis</td>
<td>6</td>
</tr>
<tr>
<td>Aesthetic Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Critical Inquiry</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Support Courses

#### Business Support Courses  
Required courses:  
- MATH 1453 Applied Algebra OR  
- MATH 1513 College Algebra OR  
- MATH 1533 Precalculus Algebra  
- 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**  
Required courses:  
- ACCT 2113 Accounting I  
- ACCT 2133 Accounting II  
- ECON 2103 Principles of Microeconomics  
- ECON 2173 Principles of Business Statistics  
- ECON 2203 Principles of Macroeconomics  
- MRKT 3013 Principles of Marketing  
- MGMT 3103 Principles of Management  
- LS 3113 Legal & Ethical 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**  
- MGMT 4813 Strategic Management (Senior Status) * #

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

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

### 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 Academic Degree Requirements.