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

University Core (Total Listed 42-44)

For a full list of courses see University Core.
* 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

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 ................................................................. 69

Business core courses ................................................................. 39

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 ......................................................................................... 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 Academic Degree Requirements.