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

### University Core (Total Listed 42-44)

<table>
<thead>
<tr>
<th>Course Category</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>Critical Inquiry and Aesthetic Analysis</td>
<td>6</td>
</tr>
</tbody>
</table>

#### Support Courses

<table>
<thead>
<tr>
<th>Course Category</th>
<th>Minimum Required Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Support Courses</td>
<td>6</td>
</tr>
<tr>
<td>Marketing</td>
<td>69</td>
</tr>
</tbody>
</table>

#### Major Requirements

<table>
<thead>
<tr>
<th>Course Category</th>
<th>Minimum Required Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business core courses</td>
<td>39</td>
</tr>
<tr>
<td>Marketing</td>
<td>69</td>
</tr>
</tbody>
</table>

#### 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

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*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.

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- **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
- **Marketing** 27
- **Elective Marketing** 12
- **Any 3000/4000 level MRKT course**
- **Courses in other fields that may also be selected:**
  - **BCOM 4333 Negotiation**
  - **GEO 4113 Geographic Information Systems**

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For full list of courses see [University Core](#).

- Courses from the major may apply to the areas marked in the University Core.

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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

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