

**EAST CENTRAL UNIVERSITY
BUSINESS ADMINISTRATION - B.S.
MARKETING CONCENTRATION
0076/UG17**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

| | | |
|---|--|--|
| Checked by _____ Date _____ Required: 124 total hours _____ completed 30 hrs @ ECU _____ completed (15 of last 30 must be at ECU) _____ 60 hrs @ Sr College _____ completed 40 hrs upper level _____ completed HS Curricular Req ___ met ___ not met | Work in progress _____ 2.0 minimum required in the following areas: ECU Avg _____ Rtn Avg _____ Major Overall Avg _____ Major ECU Avg _____ Minor Overall Avg _____ | Work lacking: Major _____ (inc A/C and Related Work) Minor _____ (incl Rel Wk) Prof Educ _____ General Educ _____ Comp Prof ___ met ___ not met |
|---|--|--|

| <u>REQUIREMENTS</u> | <u>HOURS</u> | <u>REQUIREMENTS</u> | <u>HOURS</u> |
|---|--------------|---|--------------|
| I. General Education (44 HOURS) <i>12 hours (COMM 2253, ECON 2003, MATH 1513 and MIS 1903) counted in the Major</i> | | D. Required Business Admin Electives | 9 |
| Other hours needed | 32 | Nine (9) hours Accounting or Business Administration Upper Level courses or COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, or MCOM 4813 | |
| II. Major in Business Administration | 75 | | |
| A. Required General Education | 6 | | |
| ___ ECON 2003 Principles of Macroeconomics | | | |
| ___ MIS 1903 Computer Business Applications | | | |
| B. Required in the Business Admin Core | 36 | III. Related Work | |
| ___ ACCT 2103 Financial Accounting | | Required General Education | 6 |
| ___ ACCT 2203 Managerial Accounting | | ___ COMM 2253 Communication in the Workplace | |
| ___ BSEC 2603 Bus and Econ Statistics | | ___ MATH 1513 College Algebra | |
| ___ BUCOM 3133 Bus Comm & Report Writing | | IV. Minor (Not Required) | |
| ___ BUS 1113 Foundations of Business | | | |
| ___ BUS 4303 Business Strategy and Policy | | V. Electives | 11 |
| ___ BUSLW 3213 The Legal Environment of Business | | | |
| ___ ECON 2013 Principles of Microeconomics | | VI. Total Hours Required | 124 |
| ___ FIN 3113 Financial Management | | | |
| ___ MGMT 3013 Principles of Management | | VII. Special Requirements | |
| ___ MIS 3433 Management Information Systems | | For graduation, a minimum grade point average of 2.25 is required in II. A. and II. B. Business Administration Core courses (excludes courses required for area of concentration). | |
| ___ MKTG 3313 Principles of Marketing | | Students majoring in Business Administration must take at least 40 percent (50 credit hours) of their course work in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement. | |
| C. Required for Concentration in Marketing | 24 | The OSRHE computer proficiency graduation requirement will be met through completion of MIS 1903 (including equated or substituted courses), <u>OR</u> successful completion of an associate of arts or associate of science degree at an Oklahoma two-year college in which the computer skills requirement was met. Satisfaction of this requirement may not reduce or remove any program requirements. | |
| ___ BUS 4103 Global Business | | | |
| ___ BUS 4213 Business Ethics | | | |
| ___ MGMT 3063 Production/Operations Management | | | |
| ___ MKTG 3333 Digital Marketing | | | |
| ___ MKTG 3423 Integrated Marketing Communications | | | |
| ___ MKTG 3813 Professional Selling | | | |
| ___ MKTG 4413 Marketing Research | | | |
| ___ MKTG 4623 Marketing Analysis and Strategy | | | |