



SPEARS SCHOOL OF BUSINESS
OKLAHOMA STATE UNIVERSITY

Requirements for Students Matriculating in or before Academic Year 2017-2018

BACHELOR of SCIENCE in BUSINESS ADMINISTRATION

MAJOR: Marketing

Minimum Overall Grade Point Average: 2.00

Total Hours: 120

(cumulative graduation/retention GPA)

Other GPA requirements, see below.

GENERAL EDUCATION REQUIREMENTS: 40 HOURS			MAJOR REQUIREMENTS: 63 HOURS		
Area	Hours	To be selected from:	Common Body: 27 hours**		
English Composition	6	ENGL 1113 (or 1313) and ENGL 1213 (or 1413) (See Academic Regulation 3.5 in Catalog)	ACCT 2003*	BADM 3113*	ECON 2003*
American History & Government	6	HIST 1103 and POLS 1113	MSIS 2103	EEE 2023	FIN 3113
Analytical & Quantitative Thought (A)	3	MATH 1483 or 1513	LSB 3213	MSIS 3223	MGMT 4513
Humanities (H)	6	Courses designated (H)	**MGMT 3013 and MKTG 3213 are common body requirements, but are counted in general education requirements.		
Natural Sciences (N) Must include one Laboratory Science (L) course.	7	Courses designated (N) with one (L)	Major Requirements: 36 hours		
Social & Behavioral Sciences (S)	3	Course designated (S)	MKTG 3323, 4333, 4550 [†] , and 4683 or 4693		
Additional General Education	9	MATH 2103 (A)* MGMT 3013 (S)* MKTG 3213 (S)* *courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree	†Requirement may only be met by taking MKTG 4550 Marketing Analytics.		
DIVERSITY(D) & INTERNATIONAL DIMENSION(I) May be completed in any part of the degree plan. At least one Diversity (D) course At least one International Dimension (I) course			12 hours of upper-division marketing electives.		
COLLEGE/DEPARTMENTAL REQUIREMENTS: 3 HOURS			Select an additional 12 hours of upper-division courses from any field in the Spears School of Business.		
Business Freshman Seminar	1	BADM 1111	A GPA of 2.00 is required in these 36 hours of Marketing Major Requirements. 18 of these 36 hours must be in residence at OSU.		
Career Planning for Business Success	1	BADM 2111*	A minimum GPA of 2.00 is required for these 63 hours.		
Professional Development for Business Development	1	BADM 3111*	ELECTIVES: 14 HOURS		
			May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		
Other Requirements:					
1. A minimum of 50 percent of the business hours required for a degree must be in residence at OSU.					
2. Forty-five hours of upper division courses required.					
Additional State/OSU Requirements – At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU. Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours. Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation. Degrees that follow this plan must be completed by the end of Summer 2023.					

Signature on file in the Office of the Registrar

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DEAN

DEPARTMENT HEAD