



**SPEARS SCHOOL OF BUSINESS**  
**OKLAHOMA STATE UNIVERSITY**

Requirements for Students Matriculating in or before Academic Year 2015-2016

**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.*

<b>GENERAL EDUCATION REQUIREMENTS: 31 HOURS</b>		
Area	Hours	To be selected from:
English Composition & Oral Communication	6	ENGL 1113 or 1313; & 1213 or 1413. (See Academic Regulation 3.5 in Catalog)
American History & Government	6	HIST 1103; POLS 1113
Analytical & Quantitative Thought (A)	3	MATH 1483 or 1513
Humanities (H)	6	Any course designated (H).
Natural Sciences (N)	7	One course designated (L, N). One course designated (N).
Social & Behavioral Sciences (S)	3	3 hours from courses designated (S).
Diversity (D)	--	Any course designated (D). Students are encouraged to meet the requirement in their selection of (H) or (S) course work.
International Dimension (I)	--	Any course designated (I). Students are encouraged to meet the requirement in their selection of (H) or (S) course work.
Scientific Investigation (L)	--	Any course designated (L). Students are encouraged to meet the requirement in their selection of (N) course work.
<b>COLLEGE/DEPARTMENTAL REQUIREMENTS: 7 HOURS</b>		
Orientation	1	BADM 1111
Analytical and Quantitative	3	MATH 2103
Oral Communication	3	SPCH 2713

<b>MAJOR REQUIREMENTS: 75 HOURS</b>			
<b>Common Body: 39 hours</b>			
ACCT 2103	ACCT 2203	ECON 2103	ECON 2203
MSIS 2103	STAT 2023	EEE 2023	FIN 3113
MGMT 3013	MKTG 3213	LSB 3213	MSIS 3223
MGMT 4513			
<b>Marketing Major Requirements: 36 hours</b>			
MKTG 3323, 4333, and 4683 or 4693			
12 hours of upper-division marketing electives.			
<u>3 hours from:</u>			
BCOM 3113, 3223			
ENGL 3323			
SPCH 3723			
Select an additional 12 hours of upper-division courses from any field in the Spears School of Business.			
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.			
<b>----3+3 Law Program</b>			
With approval from the advisor and department head, a maximum of 30 hours from an accredited doctoral law program may be substituted for the following classes:			
6 hours of electives			
LSB 3213			
6 hours of upper division marketing			
3 hours of BCOM			
12 hours of upper division business			

**ELECTIVES: 7 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 2021.

*Karen E. Flaherty*  
 DEAN

*Jim Wiseman*  
 DEPARTMENT HEAD