



**SPEARS SCHOOL OF BUSINESS**  
OKLAHOMA STATE UNIVERSITY

**General Requirements for Students Matriculating in Academic Year 2011-2012**

**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: 34 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)	6	Any course 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: 72 HOURS</b>			
<b>Common Body: 36 hours</b>			
ACCT 2103	ACCT 2203	ECON 2103	ECON 2203
MSIS 2103	STAT 2023	FIN 3113	MGMT 3013
MKTG 3213	LSB 3213	MSIS 3223	MGMT 4513 or EEE 4513
<b>Marketing Major Requirements: 36 hours</b>			
MKTG 3323, 4333, 4683			
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.			
A minimum GPA of 2.20 is required in these 72 hours.			

**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 and a minimum of 60 hours must be completed at a 4-year institution.
3. A minimum of 15 of the last 30 hours must be in residence at OSU.

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.

Signature on file in the Office of the Registrar

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DEAN

DEPARTMENT HEAD