



**SPEARS SCHOOL OF BUSINESS**  
OKLAHOMA STATE UNIVERSITY

Requirements for Students Matriculating in or before Academic Year 2013-2014

**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>			<b>MAJOR REQUIREMENTS: 72 HOURS</b>			
<b>Area</b>	<b>Hours</b>	<b>To be selected from:</b>	<b>Common Body: 36 hours</b>			
English Composition & Oral Communication	6	ENGL 1113 or 1313; & 1213 or 1413. (See Academic Regulation 3.5 in Catalog)	ACCT 2103	ACCT 2203	ECON 2103	ECON 2203
American History & Government	6	HIST 1103; POLS 1113	MSIS 2103	STAT 2023	FIN 3113	MGMT 3013
Analytical & Quantitative Thought (A)	3	MATH 1483 or 1513	MKTG 3213	LSB 3213	MSIS 3223	MGMT 4513 or EEE 4513
Humanities (H)	6	Any course designated (H).	<b>Marketing Major Requirements: 36 hours</b>			
Natural Sciences (N)	7	One course designated (L, N). One course designated (N).	MKTG 3323, 4333, and 4683 or 4783			
Social & Behavioral Sciences (S)	6	Any course designated (S).	12 hours of upper-division marketing electives.			
Diversity (D)	--	Any course designated (D). Students are encouraged to meet the requirement in their selection of (H) or (S) course work.	<u>3 hours from:</u> BCOM 3113, 3223 ENGL 3323 SPCH 3723			
International Dimension (I)	--	Any course designated (I). Students are encouraged to meet the requirement in their selection of (H) or (S) course work.	Select an additional 12 hours of upper-division courses from any field in the Spears School of Business.			
Scientific Investigation (L)	--	Any course designated (L). Students are encouraged to meet the requirement in their selection of (N) course work.	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>COLLEGE/DEPARTMENTAL REQUIREMENTS: 7 HOURS</b>			A minimum GPA of 2.20 is required in these 72 hours.			
Orientation	1	BADM 1111				
Analytical and Quantitative	3	MATH 2103				
Oral Communication	3	SPCH 2713				
<b>ELECTIVES: 7 HOURS</b>						
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.						
<u>Other Requirements:</u>						
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.						
<u>Additional State/OSU Requirements</u> – 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 2019.						

Signature on file in the Office of the Registrar

Signature on file in the Office of the Registrar

DEAN

DEPARTMENT HEAD