

Marketing

Bachelor of Business Administration

DEGREE PLAN

Common Core for Business 42 Hours

CORNERSTONE 3

BSAD 1113	Introduction to Business	3
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BIBLICAL LITERACY — SELECT TWO COURSES 6

REL 1013	Old Testament History and Literature	3
REL 1023	New Testament History and Literature	3
REL 3073	Biblical Ethics	3

WRITING AND LITERATURE 6

ENGL 1153	English Composition: Exposition and Argument	3
ENGL 1163	English: Composition and Classical Literature	3

SCIENTIFIC LITERACY 4

—	Laboratory Science Course	4
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WELLNESS AND LIFELONG FITNESS 2

PHED	Activity Course	1
PHED 1001	The Wellness Lifestyle (Concepts in Fitness)	1

HISTORY AND LITERATURE — SELECT TWO PAIR 12

ENGL 2013	European Civilization: Literature	3
and HIST 2013	European Civilization: History	3
ENGL 2023	Modern West: Literature	3
and HIST 2023	Modern West: History	3
ENGL 2033	World Civilizations: Literature	3
and HIST 2033	World Civilizations: History	3

FINE ARTS — SELECT ONE COURSE 3

FNAR 2063	Arts and Western Culture	3
FNAR 2163	Arts and Ideas	3

MODERN FOREIGN LANGUAGES AND MULTICULTURAL EXPERIENCE † 6

—	Modern Foreign Language Course	3
—	Modern Foreign Language Course	3

Flex Core 12 Hours

BSAD 2003	Business Communications	3
ECON 2013	Principles of Economics: Macro	3
or ECON 2023	Principles of Economics: Micro	3
MATH 1903	Calculus for Business and Social Sciences	3
MATH 2003	Basic Statistics	3

Marketing 61 Hours

BUSINESS CORE COURSES 43

ACCT 1001	Fundamentals of Accounting	1
ACCT 2013	Principles of Accounting I	3
ACCT 2023	Principles of Accounting II	3
BISS 1103	Fluency in Information Technology	3
BISS 1123	Business Problem Analysis	3
BISS 3503	Management Information Systems	3
BISS 4403	Data Administration	3
BLAW 3103	Business Law I	3
ECON 2013	Principles of Economics: Macro	3
or ECON 2023	Principles of Economics: Micro	3
FIN 3403	Introduction to Business Finance	3
MGMT 3203	Introduction to Organizational Management	3
MGMT 3603	Introduction to Management Science	3
MGMT 4703	Business Ethics	3
MGMT 4903	Business Policy	3
MKTG 3303	Introduction to Marketing	3

SPECIALIZED COURSES‡ 18

MKTG 3333	Consumer Behavior	3
MKTG 3343	Selling and Sales Management	3
MKTG 3363	International Marketing	3
MKTG 3383	Internet/Digital Marketing	3
MKTG 4303	Marketing Research	3
MKTG 4373	Small Business Marketing	3

Electives 13 Hours

A minor is optional.

Total Hours

Common Core for Business	42
Flex Core	12
Marketing	61
Electives	13

Total hours required for graduation 128

† All students must take two sequential courses of the same language at the appropriate level or an approved Multicultural Experience which includes Modern Foreign Language. For more information on these requirements, visit okbu.edu/catalog/foreign-language.

‡ All specialized courses and MGMT 4903 must be completed at OBU.