

Marketing

Bachelor of Business Administration

DEGREE PLAN

Common Core 35 Hours

CORE CAPSTONE 0

GNED 3000	Core Capstone	0
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BIBLICAL LITERACY 6

BIBL 1013	Introduction to Christian Scripture	3
BIBL 1023	Christian Theology and Ethics	3

COMPOSITION AND LITERATURE 6

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

SCIENTIFIC LITERACY AND MATHEMATICS 7

—	Laboratory Science Course	4
MATH 1163	College Algebra or above	3

WELLNESS AND LIFELONG FITNESS 1

PHED 1001	The Wellness Lifestyle	1
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HISTORY AND LITERATURE 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

PHILOSOPHY AND FINE ARTS — SELECT ONE COURSE 3

FNAR 2063	Arts and Western Culture	3
FNAR 2163	Arts and Ideas	3
PHIL 1043	Introduction to Philosophy	3

Supportive Core 12 Hours

BSAD 2003	Business Communications	3
ECON 2013	Principles of Economics: Macro	3
ECON 2023	Principles of Economics: Micro	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 3603	Introduction to Business Analytics	3
BLAW 3103	Business Law I	3
BSAD 1113	Introduction to Business	3
FIN 3403	Introduction to Business Finance	3
MGMT 3203	Introduction to Management	3
MGMT 3603	Introduction to Management Science	3
MGMT 4703	Business Ethics	3
MGMT 4903	Organizational Strategy and Policy	3
MKTG 3303	Introduction to Marketing	3

SPECIALIZED COURSES[§] 18

MKTG 3323	Intro to Marketing Analytics and Web Intelligence	3
MKTG 3343	Selling and Sales Management	3
MKTG 3363	International Marketing	3
MKTG 3383	Internet/Digital Marketing	3
MKTG 4303	Marketing Research and Consumer Behavior	3
MKTG 4373	Small Business Marketing	3

Electives 12 Hours

A minor is optional.

Total Hours

Common Core	35
Supportive Core	12
Marketing	61
Electives	12

Total hours required for graduation 120

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

All degrees must include at least 30 upper-level hours. No D's will be accepted in the area of concentration and supportive courses or in courses comprising majors and minors.