

# MARKETING, BACHELOR OF BUSINESS ADMINISTRATION

Minimum Total Credit Hours: 122

Overall GPA - Combined and OU: 2.50

Major GPA - Combined and OU: 2.50

Upper-Division Business Courses GPA - Combined and OU: 2.50

Program Code: B665

- Advertising (P021)
- Franchising (P264)
- Healthcare Business (P309)
- Supply Chain Management (P640)
- 2nd business major or business minor (P660)

To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See [price.ou.edu/advising](http://price.ou.edu/advising).

## Major Requirements

No Independent Study or Online courses. A maximum of 6 hours of transfer work is allowed.

Code	Title	Credit Hours
<b>Required Courses</b>		
MKT 3053	Marketing Research	3
MKT 3323	Purchasing and Buyer Behavior	3
MKT 3513	Social Media Marketing	3
MKT 4123	Negotiation and Selling	3
MKT 4333	Marketing Strategy and Policy	3
Total Credit Hours		15

## Required Courses

Code	Title	Credit Hours
<b>Core Requirements</b>		
FIN 3303	Business Finance	3
L S 3323	Legal Environment of Business	3
MGT 3013	Principles of Organization and Management	3
MKT 3013	Principles of Marketing	3
B AD 4013	Business Strategy and Policy (Capstone - to be taken last semester of senior year) <sup>1</sup>	3
<b>Concentration</b>		
Choose one of the following options:		12
2nd business major or business minor (P660) (p. 1)		
Franchising (P264) (p. 1)		
Healthcare Business (P309) (p. 1)		
Supply Chain Management (P640) (p. 1)		
Advertising (P021) (p. 2)		
<b>Additional Requirements<sup>2</sup></b>		
B AD 1000	Passport to Success I	0

B AD 1010	Passport to Success II	0
<b>Upper-Division Electives</b>		
Choose 12 hours (no more than 6 hours can be taken in business; may be met with general education requirements)		12
Total Credit Hours		39

<sup>1</sup> Requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising Services.

<sup>2</sup> A combined total of 40 milestone points is required.

Any 3000- or 4000-level MKT course will count in the Marketing major grade point average unless otherwise specified, including additional hours taken to fulfill electives.

## Concentrations (12 hours)

### 2nd business major or business minor (P660)

Students who choose this concentration must declare a second business major or business minor in addition to the BBA in Marketing. Students must also choose one additional course from the approved list of MKT courses below:

Code	Title	Credit Hours
MKT 3343	Retailing Management	3
MKT 3413	New Product Development	3
MKT 3613	Healthcare Marketing and Administration	3
MKT 3713	Fundamentals of Franchising	3
MKT 3723	Integrated Franchising Communications	3
MKT 4713	Policies and Strategies in Franchising	3

### Franchising (P264)

Code	Title	Credit Hours
MKT 3343	Retailing Management	3
FRAN 3713	Fundamentals of Franchising	3
FRAN 3723	Integrated Franchising Communications	3
FRAN 4713	Policies and Strategies in Franchising	3

### Healthcare Business (P309)

Code	Title	Credit Hours
MKT 3613	Healthcare Marketing and Administration	3
HCB 4613	Ethical and Regulatory Issues in Healthcare	3
HCB 4623	Competitive and Economic Environment of Healthcare	3
HCB 4633	Healthcare Supply Chain Management	3

### Supply Chain Management (P640)

Code	Title	Credit Hours
SCM 3223	Logistics Management	3
SCM 3523	Production/Operations Management	3
SCM 4003	Transportation and Global Logistics	3
SCM 4323	Strategic Issues in Supply Chain Management	3

## Advertising (P021)

Students who choose this concentration need override permission from the Gaylord College of Journalism and Mass Communication to enroll in the JMC courses.

Code	Title	Credit Hours
JMC 3303	Introduction to Advertising	3
JMC 3333	Advertising Research	3
Choose two of the following:		6
JMC 3333	Advertising Research	
JMC 4223	Digital Advertising	
JMC 4323	Advertising Account Planning	
JMC 4333	Contemporary Problems in Advertising	
Choose one of the following (this additional course will count towards upper division electives):		3
MKT 3343	Retailing Management	
MKT 3413	New Product Development	
MKT 3613	Healthcare Marketing and Administration	
MKT 3713	Fundamentals of Franchising	
MKT 3723	Integrated Franchising Communications	
MKT 4713	Policies and Strategies in Franchising	

## Additional Requirements

- Candidates for the B.B.A. degree must complete their last 30 hours as resident students in Price College. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, 9 of the last 60 hours may be taken at another university or by correspondence from OU.
- Pass/No Pass **will not** be accepted for any Business or General Education courses or any specifically required courses.
- One upper-division course in each of the following areas is required: FIN, L S, MGT, and MKT.
- Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.

## General Education and College Requirements

Code	Title	Credit Hours
<b>Communications</b>		
ENGL 1113	Principles of English Composition (Core I)	3
ENGL 1213	Principles of English Composition (Core I)	3
or EXPO 1213	Expository Writing	
COMM 1113	Principles of Communication	3
Foreign Language (Core I) - Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement		0-10
<b>Behavioral &amp; Social Science</b>		
P SC 1113	American Federal Government (Core III)	3
Choose 3 hours from one of the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political) <sup>1</sup>		3
<b>Humanities</b>		
HIST 1483	United States, 1492 to 1865 (Core IV)	3

or HIST 1493	United States, 1865 to the Present	
PHIL 1273	Introduction to Business Ethics (Core IV: W. Civ.)	3
Choose one course in each of the following fields (Core IV):		6
Understanding Artistic Forms <sup>2,3</sup>		
Non-Western Culture <sup>2,3</sup>		
<b>Science &amp; Mathematics</b>		
Natural Sciences - Choose two courses taken from the biological and/or physical sciences. The two courses must be from different disciplines and at least one course must include a laboratory component (Core II) <sup>2</sup>		7
MATH 1643	Precalculus for Business, Life, and Social Sciences (Core I) <sup>4</sup>	3
MATH 1743	Calculus I for Business, Life and Social Sciences (Core I) <sup>5</sup>	3
MATH 2123	Calculus II for Business, Life and Social Sciences <sup>6</sup>	3
<b>Basic Business</b>		
ACCT 2113	Fundamental Financial Accounting <sup>7</sup>	3
ACCT 2123	Fundamental Managerial Accounting	3
B AD 1001	Personal Computing Productivity Tools	1
B AD 2091	Business and Professional Basics	1
B C 2813	Business Communications <sup>7</sup>	3
ECON 1113	Principles of Economics-Macro (Core III) <sup>7</sup>	3
ECON 1123	Principles of Economics-Micro <sup>7</sup>	3
ECON 2843	Elements of Statistics <sup>7</sup>	3
MIS 2113	Computer-Based Information Systems <sup>7</sup>	3
Total Credit Hours		66-76

<sup>1</sup> PSY 1113 is recommended. Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.

<sup>2</sup> **Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.**

<sup>3</sup> It is recommended that students take either Non-Western Culture or Understanding Artistic Forms at the 3000/4000 level. This will fulfill the University of Oklahoma requirement of one upper-division course from the approved University-Wide General Education course list. The selected course must be outside the major and in addition to the capstone course. An approved list of courses is available online. This requirement may also be satisfied in the upper-division or free elective categories.

<sup>4</sup> Substitute: MATH 1523.

<sup>5</sup> Substitute: MATH 1823 or MATH 1914.

<sup>6</sup> Substitute: MATH 2423 or MATH 2924.

<sup>7</sup> Minimum grade of C required.

## Free Electives

2 hours if exempt from foreign language.

Free electives may be taken in any lower- or upper-division area.

B AD 2110, B AD 2113, MGT 2013, and MKT 2013 will not count for credit toward a BBA. A combined maximum of 8 hours of general military experience, flight instruction, and physical education activity courses will

count toward the required hours, with a maximum of 2 hours of physical education activity courses.

## Suggested Semester Plan of Study

- Additional hours may be required if remedial math or foreign language is required. Please see an academic counselor to develop a plan of study.
- Apply for permission to take upper division business courses the semester in which you will complete the prebusiness courses<sup>1</sup>.
- This major normally requires three semesters of study beyond the business core requirements.

Course	Title	Credit Hours
<b>Freshman</b>		
<b>First Semester</b>		
COMM 1113	Principles of Communication	3
ECON 1113	Principles of Economics-Macro (Core III) <sup>1</sup>	3
ENGL 1113	Principles of English Composition (Core I)	3
HIST 1483 or HIST 1493	United States, 1492 to 1865 or United States, 1865 to the Present	3
MATH 1643	Precalculus for Business, Life, and Social Sciences	3
B AD 1000	Passport to Success I	0
Credit Hours		15
<b>Second Semester</b>		
B AD 1001	Personal Computing Productivity Tools	1
ECON 1123	Principles of Economics-Micro (Core III) <sup>1</sup>	3
ENGL 1213 or EXPO 1213	Principles of English Composition (Core I) or Expository Writing	3
MATH 1743	Calculus I for Business, Life and Social Sciences (Core I)	3
MIS 2113	Computer-Based Information Systems <sup>1</sup>	3
Natural Science (Core II) <sup>2</sup>		3
B AD 1000	Passport to Success I	0
Credit Hours		16
<b>Sophomore</b>		
<b>First Semester</b>		
ACCT 2113	Fundamental Financial Accounting <sup>1</sup>	3
B AD 2091	Business and Professional Basics	1
ECON 2843	Elements of Statistics <sup>1</sup>	3
MATH 2123	Calculus II for Business, Life and Social Sciences	3
P SC 1113	American Federal Government (Core III)	3
B C 2813	Business Communications <sup>1</sup>	3
B AD 1000	Passport to Success I	0
Credit Hours		16
<b>Second Semester</b>		
ACCT 2123	Fundamental Managerial Accounting	3
PHIL 1273	Introduction to Business Ethics (Core IV: Western Civ.)	3
Natural Science with lab (2nd discipline) (Core II) <sup>2</sup>		4
Non-Western Culture (Core IV) <sup>2</sup>		3
Understanding Artistic Forms (Core IV) <sup>2</sup>		3

B AD 1000	Passport to Success I	0
Credit Hours		16
<b>Junior</b>		
<b>First Semester</b>		
Concentration Course		3
L S 3323	Legal Environment of Business	3
MGT 3013	Principles of Organization and Management	3
MKT 3013	Principles of Marketing	3
FIN 3303	Business Finance	3
B AD 1010	Passport to Success II	0
Credit Hours		15
<b>Second Semester</b>		
MKT 3053	Marketing Research	3
MKT 3323	Purchasing and Buyer Behavior	3
MKT 3513	Social Media Marketing	3
Upper -Division General Education Elective <sup>3</sup>		3
Concentration Course		3
B AD 1010	Passport to Success II	0
Credit Hours		15
<b>Senior</b>		
<b>First Semester</b>		
Concentration Course		3
MKT 4123	Negotiation and Selling	3
Behavioral & Social Science <sup>4</sup>		3
Upper-Division Elective		3
Upper-Division Elective		3
B AD 1010	Passport to Success II	0
Credit Hours		15
<b>Second Semester</b>		
B AD 4013	Business Strategy and Policy (Capstone)	3
Free Elective		2
MKT 4333	Marketing Strategy and Policy	3
Concentration Course		3
Upper-Division Elective or Advertising Concentration Course		3
B AD 1010	Passport to Success II	0
Credit Hours		14
Total Credit Hours		122

<sup>1</sup> Prebusiness course.

<sup>2</sup> University-Wide General Education course, refer to online listing.

<sup>3</sup> May be free elective if artistic form, Non-Western culture, or science is 3000- or 4000-level.

<sup>4</sup> Behavioral and Social Science courses must be chosen from the following: anthropology, psychology, sociology, political science, or geography (economic, human or political). Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.