

**REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION**  
**MICHAEL F. PRICE COLLEGE OF BUSINESS**  
**THE UNIVERSITY OF OKLAHOMA**

Academic Year
For Students Entering the Oklahoma State System for Higher Education <b>Summer 2024 through Spring 2025</b>

General Requirements	
Minimum Total Credit Hours .....	120
Minimum Upper-Division Hours .....	40
<b>Minimum Retention/Graduation Grade Point Averages:</b>	
Overall - Combined and OU .....	2.50
Major - Combined and OU .....	2.50
Upper-Division Business Courses - Combined and OU .....	2.50

Program
<b>Marketing</b>
<b>B665</b>
Bachelor of Business Administration

OU encourages students to complete at least 30 hours of applicable coursework each year to have the opportunity to graduate in 4 years.

**GENERAL EDUCATION AND COLLEGE REQUIREMENTS**

Courses taken to fulfill the University General Education Requirements must be chosen from the approved General Education course list published at <http://www.ou.edu/gened/courses>.

**UNIVERSITY-WIDE GENERAL EDUCATION (MINIMUM 40 HOURS) AND COLLEGE REQUIREMENTS**

Code	Title	Credit Hours
<b>Core Area I: Symbolic and Oral Communication</b>		<b>6-16</b>
ENGL 1113	Principles of English Composition (Core I)	
ENGL 1213	Principles of English Composition (Core I)	
or EXPO 1213	Expository Writing	
Language (Core I) - Students who have completed two years of high school language are exempt from this general education requirement (0-10 hours).		
<i>Mathematics</i>		6
MATH 1643	Functions and Modeling for Business, Life and Social Sciences (Core I) <sup>1</sup>	
MATH 1743	Calculus I for Business, Life and Social Sciences (Core I) <sup>1</sup>	
<b>Core Area II: Natural Science</b>		7
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)		
<b>Core Area III: Social Science</b> <sup>2</sup>		
P SC 1113	American Federal Government (Core III)	3
<b>Core Area IV: Arts and Humanities</b>		12
HIST 1483	United States to 1865 (Core IV)	
or HIST 1493	United States, 1865 to the Present	
PHIL 1273	Introduction to Business Ethics (Core IV: Western Culture)	
Choose one course in each of the following fields (Core IV):		
Artistic Forms <sup>3</sup>		
World Culture <sup>3</sup>		
<b>Core Area V: First-Year Experience</b>		3
Choose one course		
<b>Basic Business</b> <sup>4</sup>		22
ACCT 2113	Fundamental Financial Accounting <sup>5</sup>	
ACCT 2123	Fundamental Managerial Accounting	
B AD 1001	Personal Computing Productivity Tools	
B C 2813	Strategic Communication for Business Professionals <sup>5</sup>	
ECON 1113	Principles of Economics-Macro (Core III-SS) <sup>2, 5</sup>	
ECON 1123	Principles of Economics-Micro (Core III-SS) <sup>2, 5</sup>	
ECON 2843	Elements of Statistics (Core I-M) <sup>5</sup>	
MIS 2113	Computer-Based Information Systems <sup>5</sup>	
<b>Total Credit Hours</b>		<b>59-69</b>

- 1 Substitute: MATH 1523 for MATH 1643; MATH 1823 or MATH 1914 for MATH 1743.
- 2 Two courses, 6 hours, of Core III Social Science are required and one course must be P SC 1113. ECON 1113 or ECON 1123 will meet the other 3 hours of this requirement.
- 3 It is recommended students take either World Culture or Artistic Forms at the 3000/4000 level to fulfill the university requirement of one upper-division course outside the major from the approved University-Wide General Education. It may also be satisfied in the upper-division or free elective categories.
- 4 College requirement: courses are part of the degree candidacy application process that students must complete to earn degree candidacy and begin upper-division business courses.
- 5 Minimum grade of C required.

**FREE ELECTIVES**

Electives to bring total applicable hours to the minimum total required for the degree including a minimum of 40 upper-division hours. Free electives can be used to fulfill the additional major, minor or concentration requirement. B AD 2110, B AD 2113, MGT 2013, and MKT 2013 will not count for credit toward a BBA.

**To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites.**

A maximum of six hours of transfer work will apply toward the major.

**MAJOR REQUIREMENTS**

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.

Code	Title	Credit Hours
<b>Required Courses</b>		<b>12</b>
MKT 3053	Marketing Research	
MKT 3323	Consumer Behavior	
MKT 4123	Professional Selling and Negotiations	
MKT 4333	Marketing Strategy and Policy	
<b>Major Electives</b>		<b>6</b>
Choose six hours of upper-division MKT courses		
<b>Total Credit Hours</b>		<b>18</b>

**REQUIRED COURSES**

Code	Title	Credit Hours
<b>Core Requirements</b>		<b>12</b>
L S 3323	Legal Environment of Business	
MGT 3013	Principles of Organization and Management	
MKT 3013	Principles of Marketing and Supply Chain Management	
B AD 4013	Business Strategy and Policy (Capstone - to be taken last semester of senior year) <sup>1</sup>	
<b>Marketing Majors must complete one of the following:</b>		<b>12-30</b>
Supply Chain Management for Business Majors, Minor		
Healthcare, Minor		
Digital Marketing for Business Majors, Minor		
Advertising Track		
Additional Price College of Business major or minor		
<b>Additional Requirements</b>		<b>8</b>
B AD 2091	Career Readiness I-Transitioning to the Workplace	
B AD 3091	Career Readiness II-Advancing in the Workplace	
ENT 2113	Innovation & Entrepreneurship	
FIN 2303	Business Finance	
<b>Internship or Study Abroad</b>		
Students must complete an internship, study abroad, or 9 hours of coursework with an international focus that is pre-approved by the MKT/SCM Division.		
<b>Total Credit Hours</b>		<b>32</b>

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

More information in the catalog: (<http://ou-public.courseleaf.com/price-business/marketing-supply-chain-management/marketing-bachelor-business-administration/>).

### ADDITIONAL REQUIREMENTS

1. 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. Students must take a minimum of 24 hours of their upper-division business courses in residence for the Bachelor of Business Administration degree.
2. Pass/No Pass **will not** be accepted for any upper-division Business or General Education courses or any specifically required courses.
3. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
4. A combined maximum of 8 hours of general military experience and flight instruction courses will count toward the required hours.

### SUGGESTED SEMESTER PLAN OF STUDY

Additional hours may be required if remedial math or 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.

Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
FRESHMAN	ECON 1113 Principles of Economics-Macro ( Core III ) <sup>1</sup>	3	B AD 1001 Personal Computing Productivity Tools	1
	ENGL 1113 Principles of English Composition ( Core I )	3	ECON 1123 Principles of Economics-Micro ( Core III ) <sup>1</sup>	3
	HIST 1483 or HIST 1493 United States to 1865 ( Core IV ) or United States, 1865 to the Present	3	ENGL 1213 or EXPO 1213 Principles of English Composition ( Core I ) or Expository Writing	3
	MATH 1643 Functions and Modeling for Business, Life and Social Sciences	3	MATH 1743 Calculus I for Business, Life and Social Sciences ( Core I )	3
	First-Year Experience (Core V) <sup>2</sup>	3	MIS 2113 Computer-Based Information Systems <sup>1</sup>	3
				Natural Science (Core II) <sup>2</sup>
	<b>CREDIT HOURS</b>	<b>15</b>	<b>CREDIT HOURS</b>	<b>16</b>
SOPHOMORE	ACCT 2113 Fundamental Financial Accounting <sup>1</sup>	3	ACCT 2123 Fundamental Managerial Accounting	3
	B AD 2091 Career Readiness I-Transitioning to the Workplace	1	ENT 2113 Innovation & Entrepreneurship	3
	ECON 2843 Elements of Statistics <sup>1</sup>	3	FIN 2303 Business Finance	3
	P SC 1113 American Federal Government ( Core III )	3	PHIL 1273 Introduction to Business Ethics ( Core IV: Western Culture )	3
	B C 2813 Strategic Communication for Business Professionals <sup>1</sup>	3	Natural Science with lab (2nd discipline) (Core II) <sup>2</sup>	4
	Free Elective	3		
	<b>CREDIT HOURS</b>	<b>16</b>	<b>CREDIT HOURS</b>	<b>16</b>
JUNIOR	Major, Minor or Concentration Course	3	MKT 3053 Marketing Research	3
	B AD 3091 Career Readiness II-Advancing in the Workplace	1	MKT 3323 Consumer Behavior	3
	L S 3323 Legal Environment of Business	3	3000/4000 level MKT elective	3
	MGT 3013 Principles of Organization and Management	3	Upper -Division General Education Elective <sup>3</sup>	3
	MKT 3013 Principles of Marketing and Supply Chain Management	3	Major, Minor or Concentration Course	3
	General Education World Culture (Core IV)	3		
		<b>CREDIT HOURS</b>	<b>16</b>	<b>CREDIT HOURS</b>
<b>SUMMER</b>				
Suggested summer semester pre-approved internship or study abroad experience				
	<b>CREDIT HOURS</b>	<b>0</b>		
SENIOR	Major, Minor or Concentration Course	3	B AD 4013 Business Strategy and Policy	3
	MKT 4123 Professional Selling and Negotiations	3	MKT 4333 Marketing Strategy and Policy	3
	General Education Artistic Forms (Core IV) <sup>2</sup>	3	Major, Minor or Concentration Course	3
	Free Elective	3	3000/4000 level MKT elective	3
	Free Elective	2		
		<b>CREDIT HOURS</b>	<b>14</b>	<b>CREDIT HOURS</b>

<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, World culture, or science is 3000- or 4000-level.

**ADVERTISING TRACK (12 HOURS)**

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

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
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 course will fulfill an upper division elective):		3
MKT 3343	Retailing Management	
MKT 3413	New Product Development	
MKT 3613	Healthcare Marketing and Administration	
MKT 3713	Fundamentals of Franchising	