

East Central University
Business Administration - Marketing Concentration- B.S.
0076/UG23

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| Student Name: _____ | Student ID # _____ |
| 30 hours at ECU completed | Advisor: _____ |
| 60 hours at Sr college completed | |
| 40 hours upper level completed | |
| | OSRHE Computer Proficiency Requirement met |

| Requirements | Hours | Hours |
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Courses highlighted in blue are general education courses that are required for the major.

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| I. General Education | 40 |
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A maximum of twelve hours may be counted in both the major/related work and general education.

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| II. Major in Business Administration | 75 |
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| A. Required Core Courses | 42 |
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| ACCT | 2103 | Financial Accounting | |
| ACCT | 2203 | Managerial Accounting | |
| BSEC | 2603 | Bus and Econ Statistics | |
| BUCOM | 3133 | Bus Comm & Report Writing | |
| BUS | 1113 | Foundations of Business (must be taken prior to completing 60 total credit hours) OR | |
| MGMT | 4623 | Leadership (must be taken after completing 60 total credit hours) | |
| BUS | 4303 | Business Strategy and Policy | |
| BUSLW | 3213 | The Legal Environment of Business | |
| ECON | 2003 | Principles of Macroeconomics | |
| ECON | 2013 | Principles of Microeconomics | |
| FIN | 3113 | Financial Management | |
| MGMT | 3013 | Principles of Management | |
| MIS | 1903 | Computer Business Applications | |
| MIS | 3433 | Management Information Systems | |
| MKTG | 3313 | Principles of Marketing | |

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| B. Required for Concentration in Marketing | 24 |
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| BUS | 4103 | Global Business | |
| BUS | 4213 | Business Ethics | |
| MGMT | 3063 | Production/Operations Management | |
| MKTG | 3333 | Digital Marketing | |
| MKTG | 3423 | Integrated Marketing Communications | |
| MKTG | 3813 | Professional Selling | |

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|---|------|----------------------------------|---|
| MKTG | 4413 | Marketing Research | |
| MKTG | 4623 | Marketing Analytics and Strategy | |
| | | | |
| C. Required Business Administration Electives | | | 9 |

Nine (9) hours Accounting, Business Administration, or Information Technology Management upper level courses.

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| III. Related Work | 6 |
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| COMM | 1113 | Fundamentals of Human Communication | |
| MATH | 1613 | Functions and Modeling | |

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| IV. Minor | |
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| V. Electives | 11 |
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An elective course is any college-level course not required by the degree that is utilized to reach the 120 credit hours required for degree completion. Elective courses are chosen according to the interest of the student and can be used in completion of a minor, certificate, or additional major.

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| VI. Total Hours Required | 120 |
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| VII. Special Requirements | |
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For graduation, a minimum grade point average of 2.25 is required in II. A. Business Administration core courses (excludes courses required for area of concentration).

Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their course work in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113, and MIS 1903 will be considered non-business courses for this requirement.