

**EAST CENTRAL UNIVERSITY
BUSINESS ADMINISTRATION - B.S.
MARKETING CONCENTRATION
0076/UG13**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

Checked by _____ Date _____	Work in progress _____	
Required:	2.0 minimum required in the following areas:	Work lacking:
124 total hours _____ completed	ECU Avg _____ Rtn Avg _____	Major _____ (inc A/C and Related Work)
30 hrs @ ECU _____ completed	Major Overall Avg _____	Minor _____ (incl Rel Wk)
(15 of last 30 must be at ECU) _____	Major ECU Avg _____	Prof Educ _____
60 hrs @ Sr College _____ completed	Minor Overall Avg _____	General Educ _____
40 hrs upper level _____ completed	Minor ECU Avg _____	Comp Prof _____ met _____ not met
HS Curricular Req _____ met _____ not met		Serv Lrng _____ met _____ not met

REQUIREMENTS

HOURS

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HOURS

I. General Education (45 HOURS)
12 hours (COMM 2253, ECON 2003, MATH 1513 and MIS 1903) counted in the Major

Other hours needed **33**

II. Major in Business Administration **72**

A. Required General Education **6**

- ___ ECON 2003 Principles of Macroeconomics
- ___ MIS 1903 Computer Business Applications

B. Required in the Business Admin Core **33**

- ___ ACCT 2103 Financial Accounting
- ___ ACCT 2203 Managerial Accounting
- ___ BSEC 2603 Bus and Econ Statistics
- ___ BUCOM 3133 Bus Comm & Report Writing
- ___ BUS 4303 Business Strategy and Policy
- ___ BUSLW 3213 The Legal Environment of Business
- ___ ECON 2013 Principles of Microeconomics
- ___ FIN 3113 Financial Management
- ___ MGMT 3013 Principles of Management
- ___ MIS 3433 Management Information Systems
- ___ MKTG 3313 Principles of Marketing

C. Required for Concentration in Marketing **24**

- ___ BUS 4103 International Bus
- ___ BUS 4213 Business Ethics
- ___ MGMT 3063 Production/Operations Management
- ___ MKTG 3353 Retailing and eBusiness Mgmt
- ___ MKTG 3423 Integrated Marketing Communications
- ___ MKTG 3813 Professional Selling
- ___ MKTG 4413 Marketing Research
- ___ MKTG 4623 Marketing Analysis and Strategy

D. Required Business Admin Electives **9**

Nine (9) hours Accounting and Business Administration Upper Level courses or COMM 3243 (ORGL courses do not count as Business Administration Electives)

III. Related Work **6**

Required General Education **6**

- ___ COMM 2253 Communication in the Workplace
- ___ MATH 1513 College Algebra

IV. Minor (Not Required)

V. Electives **13**

VI. Total Hours Required **124**

VII. Special Requirements

For graduation, a minimum grade point average of 2.25 is required in II. A. and II. B. Business Administration Core courses (excludes courses required for area of concentration).

Students majoring in Business Administration must take at least 40 percent (50 credit hours) of their course work in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, MIS 1903, will be considered non-business courses for this requirement.

The OSRHE computer proficiency graduation requirement will be met through completion of MIS 1903 (including equated or substituted courses), OR successful completion of an associate of arts or associate of science degree at an Oklahoma two-year college in which the computer skills requirement was met. Satisfaction of this requirement may not reduce or remove any program requirements.

Students beginning at East Central University in the fall 2007 semester or later who have earned less than sixty-four semester hours are required to take two classes with designated service-learning component. Students transferring to ECU for the first time in the fall 2007 semester or later with sixty-four or more semester hours will be required to take one class with a service-learning component.
