

**EAST CENTRAL UNIVERSITY
BUSINESS ADMINISTRATION - B.S.
MARKETING CONCENTRATION
0076/UG18**

Name _____

Advisor _____

Student's Name _____ ID No. _____

DEGREE CHECK INCLUDES CURRENT ENROLLMENT

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

<u>REQUIREMENTS</u>	<u>HOURS</u>	<u>REQUIREMENTS</u>	<u>HOURS</u>
I. General Education (44 HOURS) <i>12 hours (COMM 2253, ECON 2003, MATH 1513 and MIS 1903) counted in the Major</i>		D. Required Business Admin Electives	9
Other hours needed	32	Nine (9) hours Accounting or Business Administration Upper Level courses or COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, or MCOM 4813	
II. Major in Business Administration	75		
A. Required General Education	6		
___ ECON 2003 Principles of Macroeconomics			
___ MIS 1903 Computer Business Applications			
B. Required in the Business Admin Core	36	III. Related Work	
___ ACCT 2103 Financial Accounting		Required General Education	6
___ ACCT 2203 Managerial Accounting		___ COMM 2253 Communication in the Workplace	
___ BSEC 2603 Bus and Econ Statistics		___ MATH 1513 College Algebra	
___ BUCOM 3133 Bus Comm & Report Writing		IV. Minor (Not Required)	
___ BUS 1113 Foundations of Business			
___ BUS 4303 Business Strategy and Policy		V. Electives	11
___ BUSLW 3213 The Legal Environment of Business			
___ ECON 2013 Principles of Microeconomics		VI. Total Hours Required	124
___ FIN 3113 Financial Management			
___ MGMT 3013 Principles of Management		VII. Special Requirements	
___ MIS 3433 Management Information Systems		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).	
___ MKTG 3313 Principles of Marketing		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, FIN 1113 and MIS 1903 will be considered non-business courses for this requirement.	
C. Required for Concentration in Marketing	24	The OSRHE computer proficiency graduation requirement will be met through completion of MIS 1903 (including equated or substituted courses), <u>OR</u> 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.	
___ 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			
___ MKTG 4413 Marketing Research			
___ MKTG 4623 Marketing Analysis and Strategy			