

East Central University
Business Administration - Marketing Concentration-
B.S. 0076/UG 2025 - 2026 Catalog Year

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

Requirements	Hours	Hours
---------------------	--------------	--------------

I. General Education	40
-----------------------------	-----------

A maximum of twelve hours may be counted in both the major/related work and general education.

II. Major in Business Administration	75
---	-----------

Required Core Courses	42
-----------------------	----

_____	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

Required for Concentration in Marketing	24
---	----

_____	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 Analytics and Strategy

Required Business Administration Electives	9
--	---

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

III. Related Work

_____	COMM	1113	Communication in the Workplace
_____	MATH	1613	Functions and Modeling

IV. Minor

V. Electives	5
---------------------	----------

VI. Total Hours Required	120
---------------------------------	------------

VII. Special Requirements

For graduation, a minimum grade point average of 2.25 is required in the required 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.