# East Central University

## Harland C. Stonecipher School of Business

Business Administration – Marketing Concentration B.S. (0076) | 4-Year Degree Plan

2026–2027 Catalog Year | 120 Credit Hours | 

**About This Plan:** Recommended course sequence supporting timely graduation and proper prerequisite order. Actual selection may vary with transfer credits, placement, or scheduling. Meet with your advisor each semester. Does not replace an official degree audit.

### Year 1 — Freshman (32 Credit Hours)

| ✓ | Course | Course Name | Cr. |
|---|---|---|---|
| | **Fall Semester** | | **16** |
| ☐ | BUS 1113 | Foundations of Business± | 3 |
| ☐ | ENG 1113 | Freshman Composition I^ | 3 |
| ☐ | MATH 1613 | Functions and Modeling^ | 3 |
| ☐ | To be selected | Cultural & Aesthetic Awareness^ | 3 |
| ☐ | MIS 1903 | Computer Business Apps. ± | 3 |
| ☐ | UNIV 1001 | Tiger Connect (1st Year Exp.)^ | 1 |
| | **Spring Semester** | | **16** |
| ☐ | BUCOM 2013 | Professional Speaking | 4 |
| ☐ | ENG 1213 | Freshman Composition II^ | 3 |
| ☐ | PS 1113 | U.S. Government^ | 3 |
| ☐ | To be selected | Science I w/ Lab^1 | 3 |
| ☐ | To be selected | General Education Elective^ | 3 |
| | | | |

### Year 2 — Sophomore (32 Credit Hours)

| ✓ | Course | Course Name | Cr. |
|---|---|---|---|
| | **Fall Semester** | | **16** |
| ☐ | ACCT 2103 | Financial Accounting | 3 |
| ☐ | To be selected | Cultural & Aesthetic Awareness^ | 3 |
| ☐ | ECON 2003 | Principles of Macroeconomics | 3 |
| ☐ | HIST 2483/2493 | U.S. History Survey^ | 3 |
| ☐ | To be selected | Science II — Diff. Discipline^1 | 4 |
| | | | |
| | **Spring Semester** | | **16** |
| ☐ | ACCT 2203 | Managerial Accounting | 3 |
| ☐ | BSEC 2603 | Business & Econ. Statistics | 3 |
| ☐ | ECON 2013 | Principles of Microeconomics | 3 |
| ☐ | MKTG 3313 | Principles of Marketing | 3 |
| ☐ | To Be Selected | Elective Course (non-specified) | 3 |
| ☐ | To be selected | General Education Elective^ | 1 |

### Year 3 — Junior (30 Credit Hours)

| ✓ | Course | Course Name | Cr. |
|---|---|---|---|
| | **Fall Semester** | | **15** |
| ☐ | MGMT 3013 | Principles of Management | 3 |
| ☐ | MIS 3433 | Management Information Systems | 3 |
| ☐ | BSEC 3103 | Fundamentals of Data Analytics | 3 |
| ☐ | BUSLW 3213 | Legal Environment of Business | 3 |
| ☐ | BUCOM 3133 | Written Business Communication | 3 |
| | **Spring Semester** | | **15** |
| ☐ | To Be Selected | Upper-level Bus/ITM/Acct Elective | 3 |
| ☐ | MKTG 3113 | Consumer Behavior (S) | 3 |
| ☐ | ITM 3473 | Data Visualization (S) | 3 |
| ☐ | MGMT 3063 | Prod./Operations Management | 3 |
| ☐ | MKTG 3813 | Professional Selling (S) | 3 |

### Year 4 — Senior (26 Credit Hours)

| ✓ | Course | Course Name | Cr. |
|---|---|---|---|
| | **Fall Semester** | | **14** |
| ☐ | BUS 4213 | Business Ethics | 3 |
| ☐ | MKTG 4413 | Marketing Research (F) | 3 |
| ☐ | To Be Selected | Upper-level Bus/ITM/Acct Elective | 3 |
| ☐ | To Be Selected | Approved Marketing Option | 3 |
| ☐ | To Be Selected | Elective Course (non-specified) | 2 |
| | **Spring Semester** | | **12** |
| ☐ | BUS 4303 | Business Strategy & Policy | 3 |
| ☐ | To Be Selected | Approved Marketing Option | 3 |
| ☐ | To Be Selected | Upper-level Bus/ITM/Acct Elective | 3 |
| ☐ | To Be Selected | Upper-level Bus/ITM/Acct Elective | 3 |
| | | | |

### Credit Hour Summary

Year 1: 32 hours | Year 2: 32 hours | Year 3: 30 hours | Year 4: 26 hours | Total: 120 hours | Min. Core GPA: 2.25 | 30 hours req. at ECU

*If Science II is taken without a lab (3 credit hours), one additional General Education elective credit hour is required to maintain the 120-hour total.*

**ECU Mission:** *To prepare students for tomorrow's world through a dynamic & diverse learning experience.*

*Updated: 07/06/2026*

## General Education Outcomes

| Outcome | Covered by Named Courses on This Plan |
|---|---|
| **C — Communication** | BUS 1113, ENG 1113, MIS 1903, UNIV 1001 |
| **CT — Critical Thinking** | MATH 1613, FIN 1113, PS 1113, ECON 2003, HIST 2483/2493, ENTR 3103 |
| **IL — Information Literacy** | ENG 1213 |
| **IKC — Intercultural Knowledge** | *Must be satisfied by a "To Be Selected" course* |
| **GC — Global Citizenship** | *Must be satisfied by a "To Be Selected" course* |

## Notes and Key

| Topic | Detail |
|---|---|
| **^ and ± Symbols** | ^ fulfills a Gen Ed requirement. ± counts toward both degree and Gen Ed (max 12 hours). At least one course per SLO (C, CT, IL, IKC, GC) required. |
| **Note 1 — Science** | Two science courses from two different disciplines are required (8 credit hours total), each including a lab. If Science II is taken without a lab (3 credit hours), one additional General Education elective credit hour must be selected to reach the 120-hour graduation requirement. Approved disciplines: BIOL, CHEM, EHS, GEOG, and PHYS. Consult your advisor. |
| **Note 2 – Approved Marketing Options** | Approved marketing options include BSEC 4003 Advanced Marketing Management, MKTG 3123 Event Management, MKTG 3423 Integrated Marketing Communication, MKTG 4113 Sports Marketing, MKTG 4123 Retail Management, and MKTG 4223 Sales Management. |
| **BUS 4303 Requirement** | Business Strategy and Policy must be taken in the final semester of the senior year. Prerequisites: BUCOM 3133, BUSLW 3213, MGMT 3013, MKTG 3313, and FIN 3113. |
| **Minimum GPA** | A cumulative GPA of 2.25 or higher in required courses is needed for graduation. Several courses require a grade of C or better to satisfy prerequisites for the next course in sequence — confirm requirements with your advisor. |
| **Degree Requirements** | 120 credit hours total required for graduation. At least 40 hours must be upper-level (3000/4000-level) courses. At least 60 hours must be from a senior-level institution. At least 30 hours must be completed at East Central University. |
| **Non-Business Hours** | Majors must take at least 40% (48 hours) in non-business coursework. BUCOM 2013, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113, and MIS 1903 qualify as non-business. |
| **(F) and (S)** | Courses marked with a (F) are only offered during the fall semesters; those with a (S) are only offered during the spring semester. |