



Bachelor of Science in Business Administration - Marketing option (BAMK)

First Year - Freshman

Semester One			Semester Two		
Code	Title	Hours	Code	Title	Hours
CS 1113	#Microcomputer Applications [^]	3	BIOL XXX4	*Biological Science**	4
ENGL 1113	*Composition I	3	ENGL 1213	*Composition II	3
POLS 1113	*American Federal Government	3	HIST XXX3	*American History**	3
UNIV 1152	*The University Experience	2	MATH 1513	*College Algebra	3
XXX4	*Physical Science**	4	XXX3	*Humanities**	3
Semester credit hours:		15	Semester credit hours:		16

Second Year - Sophomore

Semester Three			Semester Four		
Code	Title	Hours	Code	Title	Hours
ACCT 2103	Accounting I	3	ACCT 2203	Accounting II	3
ECON 2123	Microeconomics	3	BADM 2843	Business Statistics	3
MGMT 3013	Principles of Management	3	BADM 3113	Business Communications	3
SPCH 1113	*Speech Communications	3	ECON 2113	*Macroeconomics	3
XXX3	*General Education Elective**	3	MKTG 3113	Principles of Marketing	3
			XXX3	*Humanities**	3
Semester credit hours:		15	Semester credit hours:		18

Third Year - Junior

Semester Five			Semester Six		
Code	Title	Hours	Code	Title	Hours
BADM 3333	Business & Professional Ethics	3	BADM 3323	Legal Environment of Business	3
MKTG 3323	Consumer Behavior (F)	3	MGMT 3413	Production/Operations Management	3
MKTG 4333	Marketing Research (F)	3	MKTG 3313	E-Marketing (S)	3
XXX3	*ECON 3003 or MGMT 3033	3	XXX3	Marketing Guided Elective**	3
XXX3	#Free Elective**	3	XXX3	#Free Elective**	3
Semester credit hours:		15	Semester credit hours:		15

Fourth Year - Senior

Semester Seven			Semester Eight		
Code	Title	Hours	Code	Title	Hours
FINA 3503	Principles of Finance	3	MGMT 4813	Strategies & Policies	3
MGMT 3423	Management Information Systems	3	MKTG 4343	Marketing Management	3
MGMT 4033	Entrepreneurship	3	XXX3	Marketing Guided Elective**	3
XXX3	Marketing Guided Elective**	3	XXX3	#Free Elective**	3
XXX3	#Free Elective**	3	XXX3	#Free Elective**	3
Semester credit hours:		15	Semester credit hours:		15

Total Hours: 124

*General Education Requirement

**See current catalog for selection

#Applied towards free electives

(F) Course normally taught in fall semester only

(S) Course normally taught in spring semester only

[^]Required for computer proficiency. Can be cleared by taking advanced standing exam, taking CS 1113, through high school curriculum, or OK degree.

[^]If computer proficiency is cleared by high school curriculum or degree from Oklahoma state college/university, student does not need CS 1113.

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Prerequisites

Title	Prerequisite
Accounting I-Financial	None
Accounting II-Managerial	Accounting I
Business Statistics	College Algebra
Business Communications	Composition I
Principles of Microeconomics	None
Principles of Management	None
Principles of Marketing	None
Legal Environment of Business	None
Business and Professional Ethics	Principles of Management
Production/Operations Management	Microeconomics
Management Information Systems	Principles of Management, Microcomputer Applications
Principles of Finance	Accounting I, Accounting II
Entrepreneurship	Accounting I, Accounting II, Business Statistics, Business Communications, Microeconomics, Principles of Management
Strategies and Policies	Accounting I, Accounting II, Business Statistics, Principles of Management, Principles of Marketing, Legal Environment of Business, Business and
E-Marketing	Principles of Marketing
Consumer Behavior	Principles of Marketing
Marketing Research	Business Statistics, Principles of Marketing
Marketing Management	E-Marketing, Consumer Behavior, Marketing Research

Students select 9 hours from the following

Cost Accounting	Accounting I, Accounting II, Microeconomics, Business Statistics, Business Communications
Business Internship	Communications, Junior/Senior standing, instructor's permission
Public Relations Strategies	Intro to Mass Communication-Waived for Marketing majors
Marketing for the Entrepreneur	Principles of Marketing
Sales and Sales Management	Principles of Marketing
Integrated Marketing Communication	Principles of Marketing
Supply Chain Management	Principles of Marketing