**GENERAL REQUIREMENTS**

<table>
<thead>
<tr>
<th>Hours</th>
<th>Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>PSC: 1113, American Federal Government (Core III)</td>
</tr>
<tr>
<td>12</td>
<td>HIST: 1483 or 1493, U.S. (Core IV)</td>
</tr>
<tr>
<td>16</td>
<td>Math: 1643, Precalculus for Business, Life and Social Sciences (Core I—Substitute: 1523, Elementary Functions)</td>
</tr>
<tr>
<td>22</td>
<td>ACCT: 2113, Fundamentals of Financial Accounting</td>
</tr>
</tbody>
</table>

**Elective Requirements**

- Three hours selected from the following areas: ACCT, B AD, B C, ECON, EMGT, ENT, FIN, L S, MGT, or MIS.

**Marketing Major Requirements** - 18 hours

- FIN: 3303, Business Finance
- L S: 3323, Legal Environment of Business
- MGT: 3013, Principles of Organization and Management
- MKT: 3013, Principles of Marketing
- ECON: 4513, Business Strategy and Policy—Capstone (to be taken last semester of senior year)

- Minimum Grade Average—OU Residence: 2.50

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**Core Requirements - 15 hours**

- FIN: 3303, Business Finance
- L S: 3323, Legal Environment of Business
- MGT: 3013, Principles of Organization and Management
- MKT: 3013, Principles of Marketing
- ECON: 4513, Business Strategy and Policy—Capstone (to be taken last semester of senior year)

- Minimum Grade Average—OU Residence: 2.50

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**Free Electives — 3 hours**

- 3 hours if exempt from foreign language.

- Free electives may be taken in any area inside or outside Price College except Marketing or Supply Chain Management.

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**Advertising Option**

- The following courses will be absorbed in the upper-division elective category.

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**ADDITIONAL REQUIREMENTS**

1. Thirty-six hours of upper-division business courses (3000-4000-level) are required.
### Suggested Semester Advisement Plan

Courses in bold must be completed before student may apply for degree candidacy.

Additional hours may be required if remedial math or foreign language is required. Please see an academic counselor to develop a plan of study.

<table>
<thead>
<tr>
<th>Year</th>
<th>FIRST SEMESTER</th>
<th>Hours</th>
<th>SECOND SEMESTER</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN</td>
<td>COMM 1113, Principles of Communication, or&lt;br&gt;COMM 2613, Public Speaking&lt;br&gt;ECON 1113, Principles of Economics—Macro (Core III)&lt;br&gt;ENGL 1113, Principles of English Composition (Core I)&lt;br&gt;HIST 1483, United States 1492–1865, or&lt;br&gt;1493, United States 1865-Present&lt;br&gt;MATH 1643, Precalculus for Business, Life, and Social Sciences</td>
<td>3</td>
<td>ECON 1123, Principles of Economics—Micro (Core III)&lt;br&gt;ENGL 1213, Principles of English Composition (Core I), or&lt;br&gt;EXPO 1213, Expository Writing (Core I)&lt;br&gt;MATH 1743, Calculus I for Business, Life &amp; Social Sciences (Core I)&lt;br&gt;MIS 1313, Computer-Based Information Systems&lt;br&gt;Behavioral &amp; Social Science</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
<td>TOTAL CREDIT HOURS</td>
<td>16</td>
</tr>
<tr>
<td>SOPHOMORE</td>
<td>ACCT 2113, Fundamentals of Financial Accounting&lt;br&gt;MATH 2123, Calculus II for Business, Life &amp; Social Sciences&lt;br&gt;MIS 2113, Computer-Based Information Systems&lt;br&gt;Behavioral &amp; Social Science</td>
<td>3</td>
<td>ACCT 2123, Fundamentals of Managerial Accounting&lt;br&gt;BC 2813, Business Communication&lt;br&gt;Non-Western Culture (Core IV)&lt;br&gt;Understanding Artistic Forms (Core IV)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
<td>TOTAL CREDIT HOURS</td>
<td>16</td>
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<tr>
<td>JUNIOR</td>
<td>COMM Elective&lt;br&gt;LS 1323, Legal Environment of Business&lt;br&gt;MGT 3013, Principles of Organization and Management&lt;br&gt;MKT 3013, Principles of Marketing&lt;br&gt;MKT 3053, Marketing Research</td>
<td>3</td>
<td>FIN 3303, Business Finance&lt;br&gt;MKT 3223, Purchasing and Buyer Behavior&lt;br&gt;About-Division General Education Elective&lt;br&gt;Western Civilization and Culture (Core IV)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
</tr>
<tr>
<td>SENIOR</td>
<td>COMM Elective&lt;br&gt;MKT 4123, Negotiation and Selling&lt;br&gt;MKT Elective&lt;br&gt;Upper-Division Elective&lt;br&gt;Upper-Division Elective</td>
<td>3</td>
<td>BD 4013, Business Strategy and Policy—Capstone&lt;br&gt;Free Elective&lt;br&gt;Upper-Division Business Elective&lt;br&gt;Upper-Division Elective</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>TOTAL CREDIT HOURS</td>
<td>15</td>
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<td>15</td>
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</tbody>
</table>

* = Behavioral and Social Science courses must be chosen from the following: anthropology, psychology, sociology, political science, or geography (economic, human or political).
† = University-Wide General Education course, refer to [http://www.ou.edu/admrec/gened.htm](http://www.ou.edu/admrec/gened.htm).
‡ = May be free elective if artistic form, Western civilization and culture, Non-Western culture or science is 3000- or 4000-level.

### University-Wide General Education Requirements (minimum 40 hours)

Courses designated as Core I, II, III, IV, or Capstone are part of the General Education curriculum. Students must complete a minimum of 40 hours of General Education courses, chosen from the approved list, including at least one upper-division Gen. Ed. course outside of the student's major. Courses graded S/U or P/NP will not apply.

**Core I**
- Symbolic and Oral Communication (9–19 hours, 3–5 courses)
  - English Composition—6 hours, 2 courses
  - Mathematics—3 hours, 1 course
  - Foreign Language—0–10 hours, 2 courses in the same language, (which can be met by successfully completing two years of the same foreign language in high school)
  - Other (courses such as communication, logic or public speaking)

**Core II**
- Natural Science (7 hours, 2 courses)
  - Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.

**Core III**
- Social Science (6 hours, 2 courses)
  - One course must be PSC 1113, “American Federal Government”

**Core IV**
- Humanities (12 hours, 4 courses)
  - Understanding Artistic Forms—3 hours, 1 course
  - Western Civilization and Culture—6 hours, 2 courses, including HIST 1483 or HIST 1493
  - Non-Western Cultures—3 hours, 1 course

**Senior Capstone Experience (3 hours, 1 course)**