

**REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE**  
**MICHAEL F. PRICE COLLEGE OF BUSINESS ([price.ou.edu/advising](http://price.ou.edu/advising))**  
 THE UNIVERSITY OF OKLAHOMA

For Students Entering the Oklahoma State System for Higher Education  
**Summer 2015 through Spring 2016**

GENERAL REQUIREMENTS	
Minimum Total Hours . . . . .	122
<b>For OU and Retention Grade Point Averages:</b>	
Minimum Overall Grade Point Average . . . . .	2.50
Minimum Grade Point Average in Major . . . . .	2.50
Minimum Grade Point Average in Upper-Division Business Courses . . . . .	2.50

Marketing  
  
**B665**  
Major

**OU encourages students to complete at least 31 hours of applicable coursework each year to have the opportunity to graduate in four years.**

Subject	Hours	Courses	To enroll in upper-division business courses, students must be certified for degree candidacy and meet all prerequisites. See <a href="http://price.ou.edu/advising">price.ou.edu/advising</a> .	
Communications	9-19	ENGL 1113, Principles of English Composition (Core I) ENGL 1213, Principles of English Composition (Core I), or EXPO 1213, Expository Writing (Core I) COMM 1113, Principles of Communication, or COMM 2613, Public Speaking  Foreign Language, 0-10 hours, (Core)—Students who have completed two years of high school foreign language are exempt from the general education foreign language requirement.	<b>Core Requirements - 15 hours</b>	
			FIN 3303, Business Finance L S 3323, Legal Environment of Business MGT 3013, Principles of Organization and Management MKT 3013, Principles of Marketing † B AD 4013, Business Strategy and Policy—Capstone (to be taken last semester of senior year)	<b>Major Requirements - 18 hours</b>
Behavioral & Social Science	6	P SC 1113, American Federal Government (Core III)  Three (3) hours from one of the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (economic, human or political).	<b>Support Courses - 6 hours</b>	
			Six hours chosen from the following: B C 3003, Workplace Skills COMM 1113 or 2613 (if not used to fulfill General Educ. requirement) COMM 3253, Persuasion Principles H R 3013, Intro. to Human Relations PSY 3203, Cognitive Psychology PSY 3703, Social Psychology	<b>ELECTIVE REQUIREMENTS</b>
Humanities	12	HIST 1483 or 1493, U.S. (Core IV) PHIL 1273, Introduction to Business Ethics (Core IV: W. Civ.)  1 course from each of the following 2 fields (Core IV):  §Understanding Artistic Forms - _____  §Non-Western Culture - _____  It is recommended that students take either Non-Western Culture or Understanding Artistic Forms at the 3000/4000 level. This will fulfill the University of Oklahoma requirement of one upper-division course from the approved <b>University-Wide General Education</b> course list. The selected course must be outside the major and in addition to the capstone course. An approved list of courses is available online. This requirement may also be satisfied in the upper-division or free elective categories.	<b>Free Electives — 2 hours</b>	
			2 hours if exempt from foreign language.  Free electives may be taken in any lower- or upper-division area outside Price College or the Department of Economics. B AD 2110, 2113, MGT 2013, and MKT 2013 will not count for credit toward a BBA. A maximum of 2 hours of physical education activity courses will count toward this degree.	<b>Upper-Division Electives 15 hours Standard Option P441</b>
Science & Mathematics	16	§Natural Sciences—7 hours, 2 courses taken from the biological and/ or physical sciences. The two courses must be from different disciplines and at least one course must include a laboratory component. (Core II)  _____  _____  MATH 1643, Precalculus for Business, Life and Social Sciences (Core I—Substitute: 1523, Precalculus & Trigonometry) MATH 1743, Calculus I for Business, Life & Social Sciences (Core I—Substitute: 1823, Calculus & Analytic Geom. I; or, 1914, Differential & Integral Calculus I) MATH 2123, Calculus II for Business, Life & Social Sciences (Substitute: 2423, Calculus & Analytic Geom. II; or 2924, Differential & Integral Calculus II)	<b>Advertising Option P021</b>	
			The following courses will be absorbed in the upper-division elective category. JMC 3303, Intro. to Advertising JMC 3333, Advertising Research JMC 3363, Advertising Media JMC 4343, Advertising Campaigns NOTE: JMC 4343 fulfills the upper-division general education requirement.	
Basic Business Minimum grade of C required in all courses marked with an *	23	ACCT 2113, Fundamental Financial Accounting* ACCT 2123, Fundamental Managerial Accounting B AD 1001, Personal Computing Productivity Tools B AD 2091, Business and Professional Basics B C 2813, Business Writing ECON 1113, Principles of Economics—Macro (Core III)* ECON 1123, Principles of Economics—Micro* ECON 2843, Elements of Statistics* MIS 2113, Computer-Based Information Systems*	<b>§ Courses taken to fulfill the University General Education Requirements must be chosen from the <b>University-Wide General Education Approved Course List.</b></b>	

A combined maximum of 8 hours of general military experience, flight instruction, and physical education activity courses will count toward the 122 hours, with a maximum of 2 hours of physical education activity courses.	4. Candidates for the B.B.A. degree must complete their last 30 hours as resident students in Price College. However, if a candidate has completed the last 51 hours as a resident student at the University of Oklahoma, 9 of the last 60 hours may be taken at another university or by correspondence from OU.
<b>ADDITIONAL REQUIREMENTS</b>	5. Pass/No Pass <b>WILL NOT</b> be accepted for any Business or General Education courses or any specifically required courses.
1. Thirty-three hours of upper-division business courses (3000-4000-level) are required.	6. One upper-division course in each of the following areas is required: FIN, L S, MGT, and MKT.
2. No more than 18 hours of 3000-4000-level marketing beyond 3013 can be taken to count toward the required 122 hours.	7. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.
3. 3000-level core courses must be completed to enroll in 4000-level business courses.	

## Suggested Semester Advisement Plan

Additional hours may be required if remedial math or foreign language is required. Please see an academic counselor to develop a plan of study.				
Year	FIRST SEMESTER	Hours	SECOND SEMESTER	Hours
FRESHMAN	COMM 1113, Principles of Communication, <b>or</b> COMM 2613, Public Speaking	3	B AD 1001, Personal Computing Productivity Tools	1
	ECON 1113, Principles of Economics—Macro (Core III)	3	ECON 1123, Principles of Economics—Micro (Core III)	3
	ENGL 1113, Principles of English Composition (Core I)	3	ENGL 1213, Principles of English Composition (Core I), <b>or</b> EXPO 1213, Expository Writing (Core I)	3
	HIST 1483, United States 1492-1865, <b>or</b> 1493, United States 1865-Present	3	MATH 1743, Calculus I for Business, Life & Social Sciences (Core I)	3
	MATH 1643, Precalculus for Business, Life, and Social Sciences	3	P SC 1113, American Federal Government (Core III)	3
			†Natural Science (Core II)	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
<b>Apply for permission to take upper division business courses the semester in which you will complete the prebusiness courses in bold.</b>				
SOPHOMORE	ACCT 2113, Fundamental Financial Accounting	3	ACCT 2123, Fundamental Managerial Accounting	3
	B AD 2091, Business and Professional Basics	1	B C 2813, Business Writing	3
	ECON 2843, Elements of Statistics	3	†Natural Science with Lab (2nd discipline) (Core II)	4
	MATH 2123, Calculus II for Business, Life & Social Sciences	3	†Non-Western Culture (Core IV)	3
	MIS 2113, Computer-Based Information Systems	3	†Understanding Artistic Forms (Core IV)	3
	PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.)	3		
	<b>TOTAL CREDIT HOURS</b>	<b>16</b>	<b>TOTAL CREDIT HOURS</b>	<b>16</b>
<b>This major normally requires three semesters of study beyond the business core requirements.</b>				
JUNIOR	Support Course	3	FIN 3303, Business Finance	3
	L S 3323, Legal Environment of Business	3	MKT 3323, Purchasing and Buyer Behavior	3
	MGT 3013, Principles of Organization and Management	3	MKT Elective	3
	MKT 3013, Principles of Marketing	3	‡Upper-Division General Education Elective	3
	MKT 3053, Marketing Research	3	♦Behavioral & Social Science	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
SENIOR	Support Course	3	B AD 4013, Business Strategy and Policy—Capstone	3
	MKT 4123, Negotiation and Selling	3	Free Elective	2
	MKT Elective	3	MKT 4333, Marketing Strategy and Policy	3
	Upper-Division Elective	3	Upper-Division Elective	3
	Upper-Division Elective	3	Upper-Division Elective	3
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>14</b>
<p>♦ = Behavioral and Social Science courses must be chosen from the following: anthropology, psychology, sociology, political science, or geography (economic, human or political).</p> <p>† = University-Wide General Education course, refer to <b>online listing</b>.</p> <p>‡ = May be free elective if artistic form, Non-Western culture or science is 3000- or 4000-level.</p>				
<b>University-Wide General Education Requirements (minimum 40 hours)</b>				
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.				
<b>Core I</b>	<b>Symbolic and Oral Communication (9–19 hours, 3–5 courses)</b> <ul style="list-style-type: none"> <li>English Composition—6 hours, 2 courses</li> <li>Mathematics—3 hours, 1 course</li> <li>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)</li> <li>Other (courses such as communication, logic or public speaking)</li> </ul>			
<b>Core II</b>	<b>Natural Science (7 hours, 2 courses)</b> <ul style="list-style-type: none"> <li>Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.</li> </ul>			
<b>Core III</b>	<b>Social Science (6 hours, 2 courses)</b> <ul style="list-style-type: none"> <li>One course must be P SC 1113, "American Federal Government"</li> </ul>			
<b>Core IV</b>	<b>Humanities (12 hours, 4 courses)</b> <ul style="list-style-type: none"> <li>Understanding Artistic Forms—3 hours, 1 course</li> <li>Western Civilization and Culture—6 hours, 2 courses, including HIST 1483 or HIST 1493</li> <li>Non-Western Cultures—3 hours, 1 course</li> </ul>			
<b>Senior Capstone Experience (3 hours, 1 course)</b>				