

**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 <b>Summer 2018 through Spring 2019</b>	<b>GENERAL REQUIREMENTS</b>	<u>Marketing</u>
	Minimum Total Hours . . . . . <b>122</b> <b>For OU and Retention Grade Point Averages:</b> Minimum Overall Grade Point Average . . . . . <b>2.50</b> Minimum Grade Point Average in Major . . . . . <b>2.50</b> Minimum Grade Point Average in Upper-Division Business Courses . . . . . <b>2.50</b>	<b>B665</b> 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> .
<b>Communications</b>	<b>9-19</b>	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  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)  † = requires completion of all other business core courses prior to enrollment and permission from Price Academic Advising Services.
<b>Behavioral &amp; Social Science</b>	<b>6</b>	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). PSY 1113 is recommended.  Additional course options are available to fulfill the PCB behavioral and social science requirement. Please consult with your advisor.	<b>Major Requirements - 15 hours</b>
			NO INDEPENDENT STUDY OR ONLINE COURSES. A maximum of 6 hours of transfer work is allowed. MKT 3053, Marketing Research MKT 3323, Purchasing & Buyer Behavior MKT 3513, Social Media Marketing MKT 4123, Negotiation and Selling MKT 4333, Marketing Strategy and Policy
<b>Humanities</b>	<b>12</b>	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>Choose one from the following areas of concentration (12 hours):</b>  • <b>Franchising (P264):</b> MKT 3343 Retailing Management, FRAN 3713 Fundamentals of Franchising, FRAN 3723 Integrated Franchising Communications, FRAN 4713 Policies and Strategies in Franchising  • <b>Healthcare Business (P309):</b> MKT 3613 Healthcare Marketing and Administration, HCB 4613 Ethical and Regulatory Issues in Healthcare, HCB 4623 Competitive and Economic Environment of Healthcare, HCB 4633 Healthcare Supply Chain Management  • <b>Supply Chain Management (P640):</b> SCM 3223 Logistics Management, SCM 3523 Production/Operations Management, SCM 4003 Transportation and Global Logistics, SCM 4323 Strategic Issues in Supply Chain Management  • <b>2nd Price College of Business major or Price College of Business minor (P660):</b> students who choose this option must add one additional course from the approved list of MKT courses*. <b>Students must declare a second business major or business minor within Price College to pursue this concentration.</b>  • <b>Advertising (P021):</b> JMC 3303 Introduction to Advertising, JMC 3363 Advertising Media, 6 hours from the following options: JMC 3333 Advertising Research, JMC 4223 Digital Advertising, JMC 4323 Advertising Account Planning, JMC 4333 Contemporary Problems in Advertising, plus one additional course from the approved list of MKT courses*  *Approved list of MKT courses for P660 and P021 concentrations. This course will fulfill an upper-division elective: MKT 3343 Retailing Management, MKT 3413 New Product Development, MKT 3613 Healthcare Marketing and Administration, MKT 3713 Fundamentals of Franchising, MKT 3723 Integrated Franchising Communications, MKT 4713 Policies and Strategy in Franchising  Any 3000- or 4000-level MKT course will count in the Marketing major grade point average unless otherwise specified, including additional hours taken to fulfill electives.
B AD 1000, Price Passport to Success I B AD 1010, Price Passport to Success II  A combined total of 40 milestone points is required.  <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. 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>Basic Business</b> Minimum grade of C required in all courses marked with an *	<b>23</b>	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 Communications* 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>Upper-Division Electives 12 hours</b>
			No more than 6 hours can be taken in business. May be met with general education requirements.
<b>§Courses taken to fulfill the University General Education Requirements must be chosen from the <a href="#">University-Wide General Education Approved Course List</a>.</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.

ADDITIONAL REQUIREMENTS	
1. 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.	2. Pass/No Pass WILL NOT be accepted for any Business or General Education courses or any specifically required courses. 3. One upper-division course in each of the following areas is required: FIN, L S, MGT, and MKT. 4. Sixty hours, excluding physical education activity courses, must be taken at a baccalaureate degree-granting institution.

## 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
<b>FRESHMAN</b>	COMM 1113, Principles of Communication	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), or	3
	HIST 1483, United States 1492-1865, or 1493, United States 1865-Present	3	EXPO 1213, Expository Writing (Core I)	
	MATH 1643, Precalculus for Business, Life, and Social Sciences	3	MATH 1743, Calculus I for Business, Life & Social Sciences (Core I)	3
	B AD 1000, Price Passport to Success I	0	MIS 2113, Computer-Based Information Systems	3
			†Natural Science (Core II)	3
			B AD 1000, Price Passport to Success I	0
	<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>				
<b>SOPHOMORE</b>	ACCT 2113, Fundamental Financial Accounting	3	ACCT 2123, Fundamental Managerial Accounting	3
	B AD 2091, Business and Professional Basics	1	PHIL 1273, Introduction to Business Ethics (Core IV: Western Civ.)	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
	P SC 1113, American Federal Government (Core III)	3	†Understanding Artistic Forms (Core IV)	3
	B C 2813, Business Communications	3	B AD 1000, Price Passport to Success I	0
B AD 1000, Price Passport to Success I	0			
	<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>				
<b>JUNIOR</b>	Concentration Course	3	MKT 3053, Marketing Research	3
	LS 3323, Legal Environment of Business	3	MKT 3323, Purchasing and Buyer Behavior	3
	MGT 3013, Principles of Organization and Management	3	MKT 3513, Social Media Marketing	3
	MKT 3013, Principles of Marketing	3	‡Upper-Division General Education Elective	3
	FIN 3303, Business Finance	3	Concentration Course	3
	B AD 1010, Price Passport to Success II	0	B AD 1010, Price Passport to Success II	0
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
<b>SENIOR</b>	Concentration Course	3	B AD 4013, Business Strategy and Policy—Capstone	3
	MKT 4123, Negotiation and Selling	3	Free Elective	2
	◆Behavioral & Social Science	3	MKT 4333, Marketing Strategy and Policy	3
	Upper-Division Elective	3	Concentration Course	3
	Upper-Division Elective	3	Upper-Division Elective or Advertising Concentration Course	3
	B AD 1010, Price Passport to Success II	0	B AD 1010, Price Passport to Success II	0
	<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>14</b>
◆ = 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 <a href="#">online listing</a> .				
‡ = May be free elective if artistic form, Non-Western culture or science is 3000- or 4000-level.				
<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> • 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)			
<b>Core II</b>	<b>Natural Science (7 hours, 2 courses)</b> • Courses must be taken from different disciplines in the biological and/or physical sciences; one of which must include a laboratory.			
<b>Core III</b>	<b>Social Science (6 hours, 2 courses)</b> • One course must be P SC 1113, "American Federal Government"			
<b>Core IV</b>	<b>Humanities (12 hours, 4 courses)</b> • Understanding Artistic Forms—3 hours, 1 course • Western Civilization and Culture—6 hours, 2 courses, including HIST 1483 or HIST 1493 • Non-Western Culture—3 hours, 1 course			
<b>Senior Capstone Experience (3 hours, 1 course)</b>				