

REQUIREMENTS FOR THE BACHELOR OF BUSINESS ADMINISTRATION DEGREE

MICHAEL F. PRICE COLLEGE OF BUSINESS THE UNIVERSITY OF OKLAHOMA

GENERAL REQUIREMENTS

Minimum Total Hours	128
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
Minimum Grade Average—OU Residence	2.50

Marketing
0509A
Major

For Students Entering the Oklahoma State System for Higher Education
Summer 2000 through Spring 2001

LOWER-DIVISION REQUIREMENTS			UPPER-DIVISION REQUIREMENTS	
Subject	Hours	Courses	Core Requirements - 15 hours	Major Requirements - 18 hours
Communications	9-19	ENGL 1113, Principles of English Composition (Core I) ENGL 1213, Principles of English Composition (Core II) 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.	FIN 3303 , Business Finance LS 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 College of Business core courses prior to enrollment and permission from Undergraduate Programs.	NO CORRESPONDENCE COURSES MKT 3023 , Marketing Analysis MKT 4333 , Marketing Strategy and Policy 12 hours from the following, with at least 6 hours of 4000-level: 3213 , Distribution Management 3323 , Consumer & Industrial Buyer Behavior 3343 , Retail & Channel Management 4123 , Selling & Sales Management 4153 , Consumer & Trade Promotions 4223 , Logistics Management 4523 , International Marketing 4800 , Current Issues in Marketing 4900 , Marketing Reading
Behavioral & Social Science	9	P SC 1113 , American Federal Government (Core III) Elect 6 hours from the following fields: Anthropology, Psychology, Sociology, Political Science, Geography (Economic, Human or Political Geography). A maximum of three hours of Pol. Sci. will count toward this requirement.		
Humanities	12	HIST 1483 or 1493 , U.S. (Core IV) 1 course from each of the following 3 fields (Core IV): §Understanding Artistic Forms - _____ §Western Civilization and Culture - _____ §Non-Western Culture - _____ One upper-division course from the approved University-Wide General Education course list (outside the major) must be selected in addition to the capstone course, B AD 4013. Courses taken to fulfill the University-Wide General Education requirements must be chosen from the list of approved courses printed in the class schedule. This course may be taken as an upper-division elective.		
Science & Mathematics	17	§ Natural Sciences —8 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 MATH 1743 , Calculus I for Business, Life & Social Sciences (Core I—Substitute: 1823 , Calculus & Analytic Geom. I) MATH 2123 , Calculus II for Business, Life & Social Sciences (Substitute: 2423 , Calculus & Analytic Geom. II)		
Basic Business	21	ACCT 2113 , Fundamentals of Financial Accounting ACCT 2123 , Fundamental Managerial Accounting B C 2813 , Business Communication 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	Upper-Division Business Electives - 6 hours 6 hours selected from the following areas: Acct., Bus. Admin., Bus. Comm., Economics, Energy Management, Finance, Legal Studies, Management, and Management Information Systems.	Upper-Division Electives 14 hours Upper-division electives may be taken in any area inside or outside the College of Business except Marketing.
§Courses taken to fulfill the University General Education Requirements must be chosen from the University-Wide General Education Approved Course List.			Free Electives 7 hours if exempt from foreign language. Free electives may be taken in any lower- or upper-division area outside the College of Business.	Advertising Option: (requires 128-134 hours) 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.

* A 2.50 cumulative and OU grade point average is required for upper-division marketing beyond 3013.
 † A 2.50 cumulative and OU grade point average is required for upper-division business courses (3000-4000 level).

 A combined maximum of 8 hours of military science, aviation and physical education activity courses will count toward the 128 hours.

ADDITIONAL REQUIREMENTS

1. Thirty-nine hours of upper-division business courses (3000-4000-level) are required.
2. No more than 18 hours of 3000-4000-level marketing beyond 3013 can be taken to count toward the required 128 hours.
3. Candidates for the B.B.A. degree must complete their last 30 hours as resident students in the College of Business. 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.
4. Pass/No Pass **WILL NOT** be accepted for any Business courses or any specifically required courses.

COURSES IN ACCOUNTING (ACCT)

2113 Fundamental Financial Accounting. Basic principles of financial accounting. Emphasis on the preparation and use of the income statement, balance sheet and statement of funds flow for corporations. Coverage includes the analysis and recording of transactions involving cash, inventories, fixed assets, bonds and capital stock as well as closing, adjusting and reversing entries for revenue and expense items. (F, Sp, Su)

2123 Fundamental Managerial Accounting. Prerequisite: 2113. Introduction to managerial accounting. Analysis of cost behavior and the use of this knowledge for both short- and long-term decision. An introduction to budgeting and the accumulation of product costs for planning and performance evaluation. Specific coverage includes cost-volume-profit analysis, capital budgeting, allocations, variances from standard costs and the measurement of divisional performance. (F, Sp, Su)

COURSES IN BUSINESS ADMINISTRATION (B AD)

4013 Business Strategy and Policy. Prerequisite: senior standing and completion of all other College of Business Administration core courses. Administrative decision making with emphasis on analyzing business problems, formulating policies and implementing plans for action; comprehensive cases provide the opportunity to study the proper interrelationships among production, finance, marketing and the many other functions involved in managing a business enterprise. Should be taken in student's final semester. (F, Sp, Su)

COURSES IN BUSINESS COMMUNICATION (B C)

2813 Business Communication. Prerequisite: English 1113 and 1213 or equivalent, Communication 1113 and sophomore standing. This course is writing intensive. Focuses on oral and written communication as well as critical thinking skills. Also covers persuasive strategies and moves sequentially from analytical skills to composition strategies to written and oral reports. (F, Sp, Su)

COURSES IN ECONOMICS (ECON)

1113 Principles of Economics-Macro. The functioning and current problems of the aggregate economy: determination and analysis of national income, employment, inflation and stabilization; money and banking, monetary and fiscal policy; and aspects of international interdependence. **Laboratory** (F, Sp, Su)

1123 Principles of Economics-Micro. Goals, incentives and allocation of resources resulting from economic behavior with applications and illustrations from current issues: operation of markets for goods, services and factors of production; the behavior of firms and industries in different types of competition and income distribution. **Laboratory** (F, Sp, Su)

2843 Elements of Statistics. Prerequisite: Mathematics 1503 or equivalent. Basic statistical techniques emphasizing business and economic applications. Topics covered include data summary techniques, elementary probability theory, estimation, hypothesis testing, simple regression, time-series and index numbers. **Laboratory** (F, Sp, Su)

COURSES IN FINANCE (FIN)

3303 Business Finance. Prerequisite: Accounting 2113, 2123, and Economics 1113, 1123 and 2843. An introductory course in financial administration of the firm. Topics include the finance function, concepts of sources and uses of funds, analysis and estimation of need for funds (short- and long-term), short-term sources, working capital management policy, long-term sources, capital structure policy and implementation, capital budgeting and the cost of capital. (F, Sp, Su)

COURSES IN JOURNALISM AND MASS COMMUNICATION (JMC)

3303 Introduction to Advertising. Prerequisite: 1013, 2033 or permission. Survey of the field of advertising and career areas within the field with emphasis on the relationship between marketing and advertising and the media which serve as channels of advertising communication. (F)

3333 Advertising Research. Prerequisite: 1013, 2033, 3303. Introduction to concepts of research. Survey and use of secondary and primary data sources as basis for formulating basic advertising plans, including advertising and communications goals and objectives. (Sp)

3363 Advertising Media. Prerequisite: 1013, 2033, 3303, 3333. Characteristics of the major advertising media. Problems of rates, coverage and costs of using various media mixes. Emphasis on the planning of the media schedule and its relationship to the creative strategy. (F)

4343 Advertising Campaigns. Prerequisite: 1013, 2033, 3303, 3333, 3353, 3363 and senior standing. This is the senior capstone course for the Advertising sequence. Working as members of competitive advertising agency teams, students research, plan, develop marketing, creative and media strategy and make formal presentations to a major client for a complete advertising campaign. (Sp)

COURSES IN LEGAL STUDIES (L S)

3323 Legal Environment of Business. Prerequisite: junior standing. The legal environment of business organizations with ethical considerations and the social and political influences affecting such environments. (F, Sp, Su)

COURSES IN MANAGEMENT (MGT)

3013 Principles of Organization and Management. Prerequisite: junior standing. An introductory course presenting the basic concepts and practices of management, both private and public. Historical development of management; basic definitions and philosophy; fundamental managerial functions, including planning, organizing, staffing, directing, and controlling; a survey approach to quantification in organizational life; current trends in management; possible future developments in organization and administration. (F, Sp, Su)

COURSES IN MANAGEMENT INFORMATION SYSTEMS (MIS)

2113 Computer-Based Information Systems. Prerequisite: undergraduate major in business. Covers theory and practice for design and use of computer-based information systems in organizations. Project work includes using a relational database and designing a personal web page. Students demonstrate their ability to use a personal computer for word-processing, spreadsheet, database, and presentation applications by passing a competency exam. **Laboratory** (F, Sp, Su)

COURSES IN MARKETING (MKT)

3013 Principles of Marketing. Prerequisite: Economics 1113, 1123, Accounting 2113, 2123, junior standing. Focuses on the relationship between the firm and its customers and the other members of the channel of distribution. Introduces students to: the marketing function of an organization; the environmental factors influencing marketing decisions; the discovery of market opportunities; the development of marketing strategy; and the development of marketing programs. (F, Sp, Su)

3023 Marketing Analysis. Prerequisite: 3013, Business Communication 2813, Management Information Systems 2113; or concurrent enrollment, and Economics 2843. A study of basic mathematical, statistical, accounting and financial analysis techniques and tools related to marketing. The methodology and planning of marketing research studies and methods for the analysis, interpretation and presentation of research data. (F, Sp)

3213 Distribution Management. Prerequisite: 3013 or concurrent enrollment. A study of the supply side of marketing focusing on the processes of purchasing, materials management, physical distribution and the retail and wholesale institutions in the marketing channel. Focus is also placed on the selection, design and management of effective marketing channels with a view towards the development of an optimal distribution system for a firm. (F, Sp, Su)

3323 Consumer and Industrial Buyer Behavior. Prerequisite: 3013 and 3023 or concurrent enrollment in 3023. The buying-using process is examined. The external environment, individual determinants, and decision processes are studied in the context of forming marketing strategy and tactics. Topics include information processing, social and economic influences, attitude formation and change, image creation and positioning, behavioral research, and low and high involvement behavior. (F, Sp)

3343 Retail and Channel Management. Prerequisite: 3013, 3023 or concurrent enrollment in 3023. An analytical approach to the management of channels of distribution emphasizing retail institutions. Covers channels as behavior systems, the foundations of channel structure, the dynamics of channel behavior and the design of channel systems. Retail institutions are highlighted and attention is given to both strategic and operational decisions. (F, Sp)

4123 Selling and Sales Management. Prerequisite: 3013, 3023. Addresses the field sales and field sales management efforts of the firm. It examines personal selling as the link between the marketing firm and the customer. The thrust of the course is application and the view is operational and tactical. (F, Sp)

4153 Consumer and Trade Promotions. Prerequisite: 3013 and 3023 or concurrent enrollment in 3023. Introduces the student to the promotion element of the marketing mix. The function of promotion is to manage the marketing communication process. (F, Sp)

4223 Logistics Management (Crosslisted with Geography 4223). Prerequisite: 3013, Economics 2843. The physical supply and distribution function in business management, including channel selection, transportation, facility location, and materials management; concentrates on the analytical and managerial methods necessary for the development and control of an integrated logistics system. (F)

4333 Marketing Strategy and Policy. Prerequisite: 3013, 3023. Should be taken in the student's last semester. Major topics addresses are strategic marketing, product management, pricing management and marketing ethics. (F, Sp, Su)

4523 International Marketing. Prerequisite: 3013. Study of marketing concepts and their international marketing implications, dealing with international market structure, framework for multi-national marketing, strategic guidelines for global marketing strategies, pricing, promotion, product and distribution strategies for international markets. Special assignments include case studies, country analysis, article reviews and a term paper on topic special interest relation to international marketing. (F)

4800 Current Issues in Marketing. 1 to 3 hours. Prerequisite: permission of department and instructor. May not be repeated. An advanced seminar dealing with contemporary issues in marketing. Content will vary with the instructor. May not be repeated.

4900 Marketing Reading. 1 to 3 hours. Prerequisite: advanced standing and permission. May be repeated; maximum credit six hours. Provides an opportunity for the student to study materials not usually presented in regular courses. (F, Sp, Su)