

ORAL ROBERTS UNIVERSITY
DEGREE: Bachelor of Science
MAJOR: Marketing
CONCENTRATION: Optional

DEGREE PLAN SHEET 2014-2015
College of Business: MKT3
"Degree in Three"

TOTAL HOURS REQUIRED 128
Hours in general education 54
Hours in major 30
Hours in cognate 36
Hours in electives 8

Name _____
ID _____ Date _____
Telephone _____ Email _____
Advisor _____

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
FALL SEMESTER - YEAR 1				SPRING SEMESTER - YEAR 1			
_____	ACT 215	Prin of Accounting I *	3	_____	ACT 216	Prin of Accounting II +	3
_____	MAT 105	College Algebra	3	_____	COM 102	Oral Communications	3
_____	HUM 101	Introduction to Humanities I *	3	_____	_____	Social Science Elective	3
_____	THE 103	Spirit Empowered Living	3	_____	HUM _____	Humanities Elective **	3
_____	COMP 102	Reading & Writing in Lib Arts	3	_____	MGT 130	Prin of Management	3
_____	GEN 099	Whole Person Assessment	0	_____	HPE 002	Health Fitness II	1
_____	PRF 070	Swimming Proficiency	0	_____	BUS 099	Business Seminar	0
_____	HPE 001	Health Fitness I	1				16
			16				

SUMMER - YEAR 1			
_____	_____	Laboratory Science	4
_____	GOV 101	American Government	3
_____	MAT 232	Elementary Statistics	3
			10

FALL SEMESTER - YEAR 2				SPRING SEMESTER - YEAR 2			
_____	MKT 130	Prin of Marketing	3	_____	FIN 244	Personal Financial Planning	3
_____	HUM _____	Humanities Elective	3	_____	MKT 333	Consumer Behavior +	3
_____	MKT 346	Sales Management	3	_____	COMP 303	Critical Reading & Writing	3
_____	BUS 201	Principles of Economics I *	3	_____	BUS 202	Principles of Economics II +	3
_____	MKT 334	Promotional Management *	3	_____	ACT 320	Quantitative Analysis	3
_____	BUS 325	Business Law I *	3	_____	BUS 326	Business Law II +	3
_____	HPE _____	HPE Activity	0.5	_____	HPE _____	HPE Activity	0.5
			18.5				18.5

SUMMER - YEAR 2			
_____	_____	Laboratory Science	4
_____	HIS 101	American History	3
_____	FIN 338	Financial Management	3
			10

FALL SEMESTER - YEAR 3				SPRING SEMESTER - YEAR 3			
_____	MKT 445	Marketing Research *	3	_____	MKT 455	Marketing Management +	3
_____	MGT 431	Strategic Management	3	_____	BUS 499	Senior Paper (fall or spring)	3
_____	BLIT 110	Survey of Old Testament *	3	_____	MGT 341	Business Communication	3
_____	MKT 381	International Marketing *	3	_____	BLIT 120	Survey of New Testament +	3
_____	MKT 447	Retail Management	3	_____	_____	Elective (Ethics)	3
_____	_____	Elective	2	_____	_____	Elective (major)	3
_____	HPE _____	HPE Activity	0.5	_____	HPE _____	HPE Activity	0.5
_____	BUS 099	Business Seminar	0				18.5
			17.5				

SUMMER SEMESTER - YEAR 3			
_____	HUM _____	Humanities Elective	3

KEY

- * - Offered in fall semesters only
 - + - Offered in spring semesters only
 - ** - See list of humanities and social sciences options on the back.
- HPE requirements are one course per full-time semester at ORU, including HPE 001 & 002, swimming course or proficiency, and electives.

B.S. in Marketing
Concentration: None

College of Business: MKT3

2014-2015

General Education (Grade of "D" or better required.)		Credit Hours
English (COMP 102, 303)		6
Oral Communication (COM 101)		3
Humanities (HUM 103 plus three of the following: (*At least one course must be chosen from list of courses with asterisks.) (HUM 222*, 233*, 244*, 333*, 250, 255, 260, 270, ART 103, 104, MUS 300, COM 215, COMP 101)		12
Biblical Literature (BLIT 110, 120)		6
Theology (THE 103)		3
Laboratory Science		8
Mathematics (MAT 232)		3
American History (HIS 101)		3
Whole Person Assessment (GEN 099)		0
American Government (GOV 101)		3
Social Sciences Elective (Choice of One of the following:*) (PSY 201, SWK 202, SOC 101, SOC 201, SOC 323, MUS 208)		3
Health, Physical Education, and Recreation		4
HPE requirements are one course per full-time semester at ORU, including HPE 001 & 002, swimming course or proficiency, and four HPER electives.)		

General Education Total 54

Major (Grade of "C" or better required.)

BUS	499	Senior Paper (fall or spring)	3
MGT	341	Business Communications (fall & spring)	3
MKT	130	Principles of Marketing (fall and spring)	3
MKT	333	Consumer Behavior (spring)	3
MKT	346	Personal Selling (fall)	3
MKT	361	International Marketing (fall)	3
MKT	445	Marketing Research (fall)	3
MKT	447	Retail Management (fall)	3
MKT	455	Marketing Management (spring)	3
			<u>27</u>

Choice of one of the following courses:

MKT	334	Promotional Management (fall)	3
MKT	350	Internet Marketing (spring)	3

Major Total 30

Cognate Business Requirements (Grade of "D" or better required.)

ACT	215	Principles of Financial Accounting I (fall, spring and summer)	3
ACT	216	Principles of Financial & Managerial Account II (spring & summer)	3
ACT	320	Quantitative Analysis (fall and spring)	3
BUS	099	Business Seminar (fall or spring freshman year)	0
BUS	099	Business Seminar (fall or spring senior year)	0
BUS	201	Principles of Economics I (fall)	3
BUS	202	Principles of Economics II (spring)	3
BUS	326	Business Law I (fall)	3
BUS	326	Business Law II (spring)	3
FIN	244	Personal Financial Planning (fall, spring, and summer)	3
FIN	338	Financial Management (fall, spring, and summer)	3
MAT	105	College Algebra (fall and spring)	3
MGT	130	Principles of Management (fall and spring)	3
MGT	431	Strategic Management (fall and spring)	3

Cognate Total 36
Electives 8
Degree Total 128