

ORAL ROBERTS UNIVERSITY
DEGREE: Bachelor of Science
MAJOR: Marketing
CONCENTRATION: None

DEGREE PLAN SHEET 2016-2017
College of Business: MKT

TOTAL HOURS REQUIRED: 128
Hours in general education: 55
Hours in major: 30
Hours in cognate: 36
Hours in electives: 7

UG MBA

36

0

0

0

7

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

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
FRESHMAN Semester 1				FRESHMAN Semester 2			
_____	ACT 215	Principles of Financial Accounting I *	3	_____	ACT 216	Principles of Financial & Managerial Acct. II +	3
_____	MKT 130	Principles of Marketing	3	_____	BUS 099	Business Seminar	0
_____	HUM 103	Christian Worldview and Culture	3	_____	HUM _____	Humanities: See below for choices: Ω	3
_____	THE 103	Spirit Empowered Living	3	_____	COM 101	Oral Communication	3
_____	COMP 102	Reading & Writing in Liberal Arts	3	_____	BLIT 120	Survey of New Testament+	3
_____	GEN 099	Whole Person Assessment	0	_____	_____	Social Sciences ‡ Elective	3
_____	HPER 001	Health Fitness I	1	_____	HPER 002	Health Fitness II	1
_____	PRF 070	Swimming Proficiency	0				16
		16		‡ PSY 201 or SOC 101 or SWK 202 or SOC 201 or SOC 323 or MUS 208.			

SOPHOMORE Semester 3				SOPHOMORE Semester 4			
_____	MKT 361	International Marketing *	3	_____	MGT 130	Principles of Management	3
_____	HUM _____	Humanities: See below for choices: Ω	3	_____	ACT 320	Quantitative Analysis	3
_____	MAT 232	Elementary Statistics	3	_____	BUS 202	Principles of Economics II +	3
_____	BUS 201	Principles of Economics I *	3	_____	HUM _____	Humanities: See below for choices: Ω	3
_____	MAT 105	College Algebra	3	_____	HIS 101	American History	3
_____	HPER 027	Swimming—May be replaced by HPER activity if swimming proficiency passed.	0.5	_____	GOV 101	American Government	3
		15.5		_____	HPER _____	HPER Activity	0.5
							18.5

Students must be proficient in Micro Computer Applications in Business. Students demonstrate proficiency by either taking CSC 112 and earning a "D" or better or passing an examination on the material offered in the course.

JUNIOR Semester 5				JUNIOR Semester 6			
_____	BLIT 110	Survey of Old Testament *	3	_____	FIN 338	Financial Management	3
_____	MKT 346	Selling and Sales Management	3	_____	COMP 303	Critical Reading & Writing	3
_____	MKT 447	Retail Management *	3	_____	MGT 341	Business Communications †	3
_____	FIN 244	Personal Financial Planning	3	_____	MKT 333	Consumer Behavior	3
_____	_____	Laboratory Science	4	_____	_____	Laboratory Science	4
_____	HPER _____	HPER Activity	0.5	_____	HPER _____	HPER Activity	0.5
		16.5					16.5
SENIOR Semester 7				SENIOR Semester 8			
_____	MKT 445	Marketing Research *	3	_____	BUS 499	Senior Paper	3
_____	MGT 431	Strategic Management	3	_____	BUS 326	Business Law II +	3
_____	BUS 325	Business Law I *	3	_____	MKT 455	Marketing Management +	3
_____	_____	Elective	1	_____	HPER _____	HPER Activity	0.5
_____	BUS 099	Business Seminar	0	_____	_____	Elective	3
_____	_____	Elective (* Business Ethics)	3				12.5
_____	_____	Major Elective	3				
_____	HPER _____	HPER Activity	0.5				
		16.5		_____	GFIN 563	Graduate Finance	3
_____	GBUS 574	Competitive Business Intelligence	2			Semester Total	15.5
		18.5					

Participation in Commencement exercises is a graduation requirement

MBA-Semester 9				MBA-Semester 10			
_____	GMKT 564	Marketing Management	3	_____	GBUS 504	Communication in Contemporary Business ***	3
_____	GACT 562	Managerial Accounting	3	_____	GBUS _____	Graduate Elective in Business	3
_____	GBUS 572	Business Ethics **	2	_____	GBUS 565	Graduate Strategic Management	3
_____	GBUS 598	Research Methodology	3	_____	GBUS 582	Managerial Economics	3
_____	GMGT 585	Business Analytics	3	_____	GMGT 561	Management in a Globalized Era	3
_____	HPER _____	HPER Activity	0.5	_____	HPER _____	HPER Activity	0.5
		14.5					15.5

- KEY** HPE requirements are one course per full-time semester at ORU, including HPE 001 & 002, swimming course or proficiency, and electives.
** Not required if successfully completed undergraduate Business Ethics (BUS 372)
*** Not required if successfully completed undergraduate Business Communication (MGT 341)
• - Offered in fall only
+ - Offered in spring only
† - Business Ethics is strongly recommended for this elective for anyone planning to complete an MBA at ORU as this will fulfill the MBA proficiency requirement.
Ω Humanities (HUM 103 plus three of the following HUM 222*, 233*, 244*, 333*, 250, 255, 260, 270, COMP 101) *At least one course must be chosen from list of courses with asterisks.

B.S. in Marketing
Concentration: None

College of Business: MKT

2016-2017

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:			12
(*At least one course must be chosen from list of courses with asterisks.)			
(HUM 222*, 233*, 244*, 333*, 250, 255, 260, 270, COMP 101).			
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			5
(Health Fitness I and II, swimming course or proficiency, and six HPER electives.)			
HPE requirements are one course per full-time semester at ORU, including HPE 001 & 002, swimming course or proficiency, and electives.			
General Education Total			55

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

BUS	499	Senior Paper (fall & spring)	3
MGT	341	Business Communications (fall & spring)	3
MKT	130	Principles of Marketing (fall and spring)	3
MKT	333	Consumer Behavior (fall & spring)	3
MKT	346	Selling and Sales Management(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
			27

Marketing Electives (Choice of one of the following courses:)

MKT	334	Intergrated Marketing Communications (fall)	3
MKT	350	Internet Marketing (spring)	3
			30

Major Total

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	325	Business Law I (fall)	3
BUS	326	Business Law II (spring)	3
MAT	105	College Algebra (fall and spring)	3
FIN	244	Personal Financial Planning (fall and spring)	3
FIN	338	Financial Management (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

7

Degree Total

128