

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

DEGREE PLAN SHEET 2017-2018
ORU Online Learning: MKTD

TOTAL HOURS REQUIRED 128
Hours in general education 54-57
Hours in major 30
Hours in cognate 36
Hours in electives 5-8

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

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
YEAR 1, Fall Semester A				YEAR 1, Spring Semester B			
_____	GEN 114	OR Online Learning Strategies****	3	_____	COMP 101	Composition I*****	3
_____	GEN 099	Whole Person Assessment	0	_____	FIN 244	Personal Financial Planning	3
_____	THE 103	Spirit-Empowered Living	3				
YEAR 1, Fall Semester B				YEAR 1, Summer Semester A			
_____	BLIT 120	Survey of New Testament Literature	3	_____	ACT 215	Principles of Financial Accounting I	3
_____	HUM 103	Christian Worldview and Culture	3	_____	MAT 105	College Algebra	3
YEAR 1, Spring Semester A				YEAR 1, Summer Semester B			
_____	BLIT 110	Survey of Old Testament Literature	3	_____	ACT 216	Principles of Fin./Mgr. Accounting II	3
_____	CSC 112	Elective (Micro. App./Business)*** <i>Must be proficient in CSC 112.</i>	3	_____	HUM _____	Humanities Course	3
YEAR 2, Fall Semester A				YEAR 2, Spring Semester B			
_____	COMP 102	Composition II +	3	_____	BUS 202	Principles of Economics II	3
_____	MGT 130	Principles of Management	3	_____	HUM _____	Humanities Course	3
_____	HPE 171	Discovering Health Fitness I	1				
YEAR 2, Fall Semester B				YEAR 2, Summer Semester A			
_____	COM 101	Oral Communication	3	_____	ACT 320	Quantitative Analysis	3
_____	MKT 130	Principles of Marketing	3	_____	HIS 101	American History Survey	3
_____	HPE 172	Discovering Health Fitness II	1				
YEAR 2, Spring Semester A				YEAR 2, Summer Semester B			
_____	BUS 201	Principles of Economics I	3	_____	COMP 303	Critical Reading and Writing	3
_____	MAT 232	Elementary Statistics	3	_____	_____	Social Sciences Elective*	3
YEAR 3, Fall Semester A				YEAR 3, Spring Semester B			
_____	BUS 325	Business Law I	3	_____	MKT 361	International Marketing	3
_____	MKT 333	Consumer Behavior	3	_____	_____	Elective (Business Ethics recommended)	3
YEAR 3, Fall Semester B				YEAR 3, Summer Semester A			
_____	BUS 326	Business Law II	3	_____	MKT _____	Marketing Elective	3
_____	MKT 346	Sales and Sales Management	3	_____	BUS 099	Business Seminar	0
				_____	HPE 101	Fitness for Life I	1
YEAR 3, Spring Semester A				YEAR 3, Summer Semester B			
_____	FIN 338	Financial Management	3	_____	BUS 499	Seminar and Senior Paper	3
_____	MGT 341	Business Communication	3	_____	HPE 102	Fitness for Life II	1
YEAR 4, Fall Semester A				YEAR 4, Spring Semester B			
_____	MGT 431	Strategic Management	3	_____	MKT 455	Marketing Management	3
_____	GOV 101	American Government and Politics	3	_____	_____	Laboratory Science Lecture**	3
				_____	_____	Laboratory Science Lab**	1
YEAR 4, Fall Semester B							
_____	_____	Elective (If Applicable)	2				
_____	MKT 445	Marketing Research	3				
YEAR 4, Spring Semester A							
_____	MKT 447	Retail Management	3				
_____	_____	Laboratory Science Lecture**	3				
_____	_____	Laboratory Science Lab**	1				

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Above is a list of courses that must be taken in order to complete your degree. The order may change due to the availability of courses or previous college course work. However, it is suggested that you follow this degree plan format. Elective requirements may be fulfilled by transfer of credit or by taking courses of the student's choice from ORU's undergraduate online offerings. **(NOTE: This is not your transfer evaluation!)**

Please note that taking more than 8 credit hours per 7-week term is neither recommended nor allowed without petition.

KEY

- * - One of the following transfers as a social sciences elective: PSY 201, SOC 101, SOC 201.
- ** - Students may choose from the following laboratory science courses: BIO 101, PSC 101, CHE 101, EVR 250.
- *** - Students must demonstrate proficiency in microcomputer applications in business by either passing CSC 112 or an examination on the material covered in the course. If taken at ORU, CSC 112 will count toward the general elective requirements.
- **** - Students with fewer than 24 credit hours upon entering the program must take GEN 114 as the required orientation course. Hours from GEN 114 will satisfy one of the 3-credit-hour elective course requirements.
- ***** - Students with acceptable scores on the English placement exam may take a HUM course in place of the COMP 101 requirement.
- + - Students must either complete COMP 101 with "C" or higher or pass a placement exam in order to enroll in COMP 102.

General Education			Credit Hours
Online Orientation Course (One of the following:)			0-3
GEN	099	Whole Person Assessment	
GEN	114	Online Learning Strategies	
English (COMP 102, 303)			6
Oral Communication (COM 101)			3
Humanities (HUM 103 plus three of the following: COMP 101; HUM 222, 233, 244)			12
Biblical Literature (BLIT 110, 120)			6
Theology (THE 103)			3
Mathematics (MAT 232)			3
American History (HIS 101)			3
American Government (GOV 101)			3
Laboratory Science (Choice of two of the following:)			8
BIO	101	Principles of Biology Lecture and Laboratory	
PSC	101	Principles of Physical Science Lecture and Laboratory	
CHE	101	Principles of Chemistry Lecture and Laboratory	
EVR	250	Environmental Science Lecture and Laboratory	
Social Sciences Elective (Choice of one of the following:)			3
PSY	201	Introduction to Psychology	
SOC	101	Introduction to Sociology	
SOC	201	Marriage and the Family	
Health, Physical Education, and Recreation (HPE 171, 172, 101, 102)			4
General Education Total			<hr/> 54-57
Major (Grade of "C" or higher required)			
Seminar and Senior Paper (BUS 499) (Prerequisites: ACT 216, BUS 201, MGT 130, MKT 130, and FIN 338)			3
Business Communication (MGT 341)			3
Principles of Marketing (MKT 130)			3
Consumer Behavior (MKT 333) (Prerequisite: MKT 130)			3
Sales and Sales Management (MKT 346) (Prerequisite: MKT 130)			3
International Marketing (MKT 361) (Prerequisite: MKT 130)			3
Marketing Research (MKT 445) (Prerequisite: MKT 130)			3
Retail Management (MKT 447) (Prerequisite: MKT 130)			3
Marketing Management (MKT 455) (Prerequisite: Senior Marketing Major)			3
Major Electives (Choice of one of the following:)			3
MKT	334	Integrated Marketing Communications (Prerequisite: MKT 130)	
MKT	350	Internet Marketing (Prerequisite: MKT 130)	
MKT	451	Marketing Internship (Prerequisite: Marketing major)	
Major Total			<hr/> 30
Cognate (Grade of "D" or higher required)			
Principles of Financial Accounting I (ACT 215)			3
Principles of Financial and Managerial Accounting II (ACT 216) (Prerequisite: ACT 215)			3
Quantitative Analysis (ACT 320) (Prerequisites: ACT 215, 216 and MAT 232)			3
Business Seminar (BUS 099)			0
Principles of Economics I (BUS 201)			3
Principles of Economics II (BUS 202) (Prerequisite: BUS 201)			3
Business Law I (BUS 325) (Prerequisite: BUS 202)			3
Business Law II (BUS 326) (Prerequisite: BUS 325)			3
College Algebra (MAT 105)			3
Personal Financial Planning (FIN 244)			3
Financial Management (FIN 338) (Prerequisites: ACT 216, BUS 202, and MAT 232)			3
Principles of Management (MGT 130)			3
Strategic Management (MGT 431) (Prerequisite: FIN 338)			3
Cognate Total			<hr/> 36
Electives (Must include CSC 112 if proficiency is not passed.)			<hr/> 5-8
Degree Total			<hr/> 128