

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

DEGREE PLAN SHEET 2018-2019
ORU Online Learning: MKTD

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

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	Online Learning Strategies	3	_____	FIN 244	Personal Financial Planning	3
_____	MGT 130	Principles of Management	3	_____	THE 103	Spirit-Empowered Living	3
YEAR 1, Fall Semester B				YEAR 1, Summer Semester A			
_____	MKT 130	Principles of Marketing	3	_____	ACT 215	Principles of Financial Accounting I	3
_____	MAT 105	College Algebra	3	_____	HUM _____	Humanities Course	3
YEAR 1, Spring Semester A				YEAR 1, Summer Semester B			
_____	COMP 101	Composition I***	3	_____	ACT 216	Principles of Fin./Mgr. Accounting II	3
_____	_____	Elective (CSC 112 recommended)	3	_____	_____	Social Sciences Elective*	3
YEAR 2, Fall Semester A				YEAR 2, Spring Semester B			
_____	COMP 102	Composition II +	3	_____	BUS 202	Principles of Economics II	3
_____	HPE 171	Discovering Health Fitness I	1	_____	HUM 103	Christian Worldview and Culture	3
YEAR 2, Fall Semester B				YEAR 2, Summer Semester A			
_____	COM 101	Oral Communication	3	_____	ACT 320	Quantitative Analysis	3
_____	HUM _____	Humanities Course	3	_____	HIS 101	American History Survey	3
_____	HPE 172	Discovering Health Fitness II	1	YEAR 2, Summer Semester B			
YEAR 2, Spring Semester A				_____	COMP 303	Critical Reading and Writing	3
_____	BUS 201	Principles of Economics I	3	_____	HPE 101	Fitness for Life I	1
_____	MAT 232	Elementary Statistics	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
_____	HPE 102	Fitness for Life II	1	YEAR 3, Summer Semester A			
YEAR 3, Fall Semester B				_____	MKT _____	Marketing Elective	3
_____	BUS 326	Business Law II	3	_____	BLIT 110	Survey of Old Testament Literature	3
_____	MKT 346	Sales and Sales Management	3	_____	BUS 099	Business Seminar	0
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	_____	BLIT 120	Survey of New Testament Literature	3
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
YEAR 4, Fall Semester B				_____	_____	Laboratory Science Lab**	1
_____	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, CHE 101, EVR 101, PSC 101.
- *** - COMP 101 must be transferred in or taken as a prerequisite in order to enroll in COMP 102 in order to receive humanities credit.
- + - Students must either complete COMP 101 with "C" or higher or pass a placement exam in order to enroll in COMP 102.
- T - Transferred
- NA - Not applicable

General Education	Credit Hours
Online Orientation Course (GEN 114)	3
English (COMP 102, 303)	6
Oral Communication (COM 101)	3
Humanities (HUM 103 plus three of the following: HUM 222, 233, 244, 999*; COMP 101)	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	
CHE 101 Principles of Chemistry Lecture and Laboratory	
EVR 101 Introduction to Environmental Science Lecture and Laboratory	
PSC 101 Principles of Physical Science Lecture and Laboratory	
Social Science 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 and Physical Education (HPE 171, 172, 101, 102)	4
General Education Total	57
Major Electives (Choice of one of the following:)	
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	30
Cognate	
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	36
Electives	5
Degree Total	128

*Credit may be granted more than once for HUM 999.