

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

DEGREE PLAN SHEET 2022 - 2023
College of Business: MKT3
"Degree in Three"

	<u>UG</u>	<u>MBA</u>
TOTAL HOURS REQUIRED	120	33
Hours in general education	43	0
Hours in major	30	0
Hours in cognate	36	0
Hours in electives	11	

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	Financial Accounting	3	_____	ACT 216	Managerial Accounting	3
_____	BUS 201	Principles of Macroeconomics *	3	_____	BUS 202	Principles of Microeconomics +	3
_____	MKT 130	Principles of Marketing	3	_____	BUS 100	Introduction to Business	2
_____	CSC 111	Science Elective - Intro to Computing	3	_____	COM 101	Oral Communication	3
_____	THE 104	Spirit Empowered Living I - Holy Spirit *	2	_____	THE 105	Spirit Empowered Living II - Healing *	2
_____	COMP 102	Composition II	3	_____	FIN 244	Personal Financial Planning	3
_____	GEN 150	Intro to Whole Person Education	1	_____	HPE 155	Health Fitness	1
_____	PRF 070	Swimming Proficiency	0				17
			18	Every student must take a "GO" course			

SUMMER - YEAR 1			
_____	HUM _____	Humanities: See below for choices: Ω	3
_____		Laboratory Science	4
_____	BLIT 111	Christian Life - Old Testament *	2
			9

FALL SEMESTER - YEAR 2				SPRING SEMESTER - YEAR 2			
_____	MKT 333	Consumer Behavior	3	_____	MGT 130	Principles of Management	3
_____	MKT _____	Major Elective #1	3	_____	ACT 320	Quantitative Analysis	3
_____	MAT 232	Elementary Statistics	3	_____	BLIT 122	Christian Life - New Testament *	2
_____	MKT 346	Selling and Sales Management *	3	_____	FIN 338	Financial Management	3
_____		Language Course (&)	3	_____	MKT 334	Integrated Marketing Communications +	3
_____	HPE 026	Swimming--May be replaced by HPE activity if swimming proficiency passed	0.5	_____	MGT 341	Business Communications	3
			15.5	_____	HPE _____	HPE Activity	0.5
							17.5

SUMMER - YEAR 2			
_____	HUM _____	Humanities: See below for choices: Ω	3
_____		Civics Choice ^	3
_____		Elective	3
			9

FALL SEMESTER - YEAR 3				SPRING SEMESTER - YEAR 3			
_____	MKT 445	Marketing Research *	3	_____	MKT 455	Marketing Management +	3
_____	BUS 325	Business Law I *	3	_____	BUS 326	Business Law II +	3
_____	MKT 451	Marketing Internship	3	_____	BUS 499	Senior Paper	3
_____	MGT 431	Strategic Management	3	_____	MKT _____	Major Elective #2	3
_____	BUS 400	Senior Seminar (co-req to MGT 431)	1	_____		Elective (♦ Business Ethics)	3
_____		Elective	3	_____		Elective	2
_____	HPE 400	Lifelong Wellness	0.5	_____	HPE _____	HPE Activity	0.5
			16.5				17.5

"Minimum Cumulative GPA of 2.50 required for graduation"

MBA-SEMESTER 7				MBA-SEMESTER 8			
_____	GMKT 564	Marketing Management	3	_____	GBUS _____	Graduate Elective in Business	3
_____	GFIN 563	Graduate Finance	3	_____	GBUS 578	Strategic Management Concepts	2
_____	GBUS 572	Business Ethics **	2	_____	GBUS 579	Strategic Management Capstone	2
_____	GBUS 598	Research Methodology *	3	_____	GBUS 582	Managerial Economics +	3
_____	GACT 562	Managerial Accounting	3	_____	GMGT 585	Business Analytics +	3
_____	GBUS 574	Competitive Business Intelligence	2	_____	GMGT 561	Management in a Globalized Era	3
_____	HPE _____	HPE Activity	0.5	_____	HPE _____	HPE Activity	0.5
			16.5				16.5

- KEY** HPE requirements are one course per full-time semester at ORU, including GEN 150, HPE 155, HPE 400, swimming course or proficiency, and electives.
- ** Not required if successfully completed undergraduate Business Ethics (BUS 372)
- * 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 201*, 202*, 203*, 204*, 333, 342, ART 103, ART 104, ART 307, DANP 125, DRAM 215, DRAM 304, MUS 300) at least one course with an asterisk
- ^ Civics (GOV 101, GOV 103, HIS 110, HIS 111, or HIS 200) - GOV 103 recommended to meet GO course requirement
- (&) Modern Language Course meets the GO course requirement

General Education (Grade of "D" or better required)

Credit Hours

Composition (COMP 102)	3
Foreign Language (101, 102, 203, or 204) - will meet the GO course requirement	3
Oral Communication (COM 101)	3
Humanities (HUM 201*, 202*, 203*, 204*, 333, 342, ART 103, ART 104, ART 307, DANP 125, DRAM 215, DRAM 304, MUS 130)	6
*At least one course must be chosen from courses marked with asterisks.	
Biblical Literacy (BLIT 111 and 122 or BIB 222 and BIB 261)	4
Theology (THE 104, 105) - Spirit Empowered Living and Spirit Empowered Leadership	4
Laboratory Science	4
Science Elective (CSC 111 - Introduction to Computing)	3
Quantitative Literacy (MAT 232 - Elementary Statistics)	3
Civics (GOV 101, GOV 103, HIS 110, HIS 111, or HIS 200) - GOV 103 recommended if needed to meet GO course requirement	3
Social Science (BUS 201 - Principles of Macroeconomics) (Fall)	3
Health and Physical Education	
One course per full-time semester at ORU, including	4
GEN 150, HPE 155 and 400, swimming course or proficiency, and electives.	

General Education Total 43

Every student must take a "GO" course

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

BUS	499	Senior Paper (fall & spring) (2.40 minimum GPA required to enroll)	3
MKT	130	Principles of Marketing (fall and spring)	3
MKT	333	Consumer Behavior (fall and spring)	3
MKT	334	Integrated Marketing Communications (spring)	3
MKT	346	Selling and Sales Management (fall)	3
MKT	445	Marketing Research (fall)	3
MKT	451	Marketing Internship (fall and spring)	3
MKT	455	Marketing Management (spring)	3
			<u>24</u>

Marketing Electives #1 (Choice of one of the following courses:)

MKT	361	International Marketing (fall and spring)
MKT	447	Retail Management (fall)

Marketing Electives #2 (Choice of one of the following courses:)

MKT	350	Digital Marketing (fall)
MKT	446	Marketing Analytics (spring)

Major Total 30

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

ACT	215	Financial Accounting (fall and spring)	3
ACT	216	Managerial Accounting (fall and spring)	3
ACT	320	Quantitative Analysis (fall and spring)	3
BUS	100	Introduction to Business (fall and spring)	2
BUS	202	Principles of Microeconomics (spring)	3
BUS	325	Business Law I (fall)	3
BUS	326	Business Law II (spring)	3
BUS	400	Senior Seminar (fall and spring) - must be taken in same semester as Strategic Management	1
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	341	Business Communications (fall and spring)	3
MGT	431	Strategic Management (fall and spring) (2.40 minimum GPA required to enroll)	3

Cognate Total 36

Electives 11

Degree Total 120