

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

DEGREE PLAN SHEET 2023-2024
ORU Online & Lifelong Learning

TOTAL HOURS REQUIRED 120
 Hours in general education 46
 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 |
|----------------------------------|-------------|---------------------------------|--------------|-------------------------------------|-------------|------------------------------------|--------------|
| YEAR 1, Fall Semester A | | | | YEAR 1, Spring Semester B | | | |
| _____ | GEN _____ | Intro to Whole Person Course | 3 | _____ | FIN 244 | Personal Financial Planning | 3 |
| _____ | BUS 100 | Introduction to Business | 2 | _____ | THE 104 | Spirit-Empowered Living | 2 |
| _____ | HPE 171 | Discovering Health Fitness I | 1 | _____ | HPE 172 | Discovering Health Fitness II | 1 |
| YEAR 1, Fall Semester B | | | | YEAR 1, Summer Semester A | | | |
| _____ | MKT 130 | Principles of Marketing | 3 | _____ | ACT 215 | Financial Accounting | 3 |
| _____ | MAT 105 | College Algebra | 3 | _____ | COM 101 | Oral Communication | 3 |
| YEAR 1, Spring Semester A | | | | YEAR 1, Summer Semester B | | | |
| _____ | _____ | Elective (COMP 101 recommended) | 3 | _____ | ACT 216 | Managerial Accounting | 3 |
| _____ | _____ | Civics Course | 3 | _____ | MGT 130 | Principles of Management | 3 |
| YEAR 2, Fall Semester A | | | | YEAR 2, Spring Semester B | | | |
| _____ | COMP 102 | Composition II** | 3 | _____ | BUS 202 | Principles of Microeconomics | 3 |
| _____ | HUM _____ | Humanities Course | 3 | _____ | _____ | Elective (BUS 372 recommended) | 3 |
| YEAR 2, Fall Semester B | | | | YEAR 2, Summer Semester A | | | |
| _____ | HUM _____ | Humanities Course | 3 | _____ | ACT 320 | Quantitative Analysis | 3 |
| _____ | THE 105 | Spirit-Empowered Leadership | 2 | _____ | BLIT 122 | Christian Life II: New Testament | 2 |
| _____ | HPE 101 | Fitness for Life I | 1 | YEAR 2, Summer Semester B | | | |
| YEAR 2, Spring Semester A | | | | Foreign Language (Rec: SPA/FRE 101) | | | |
| _____ | BUS 201 | Soc Sci: Prin of Macroeconomics | 3 | _____ | MGT 341 | Business Communication | 3 |
| _____ | MAT 232 | Elementary Statistics | 3 | | | | |
| YEAR 3, Fall Semester A | | | | YEAR 3, Spring Semester B | | | |
| _____ | MKT 333 | Consumer Behavior | 3 | _____ | MKT 361 | International Marketing | 3 |
| _____ | BLIT 111 | Christian Life I: Old Testament | 2 | _____ | MKT 455 | Marketing Management | 3 |
| _____ | HPE 102 | Fitness for Life II | 1 | YEAR 3, Summer Semester A | | | |
| YEAR 3, Fall Semester B | | | | Business Law I | | | |
| _____ | MKT 346 | Selling and Sales Management | 3 | _____ | BUS 325 | Business Law I | 3 |
| _____ | MKT 445 | Marketing Research | 3 | _____ | MKT 334 | Integrated Marketing Communication | 3 |
| YEAR 3, Spring Semester A | | | | YEAR 3, Summer Semester B | | | |
| _____ | FIN 338 | Financial Management | 3 | _____ | BUS 499 | Senior Paper | 3 |
| _____ | MKT _____ | Marketing Major Elective | 3 | _____ | BUS 326 | Business Law II | 3 |
| YEAR 4, Fall Semester A | | | | YEAR 4, Fall Semester B | | | |
| _____ | MGT 431 | Strategic Management | 3 | _____ | _____ | Laboratory Science Lecture* | 3 |
| _____ | BUS 400 | Senior Seminar | 1 | _____ | _____ | Laboratory Science Lab* | 1 |
| _____ | _____ | Science Elective | 3 | _____ | _____ | Elective | 2 |

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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

- * - Students may choose from the following laboratory science courses: BIO 101, CHE 101, EVR 101, PSC 101.
- ** - Students must either complete COMP 101 with "C" or higher or pass a placement exam in order to enroll in COMP 102.
- *** - In order for a student to graduate with a major from the Undergraduate Business department, he or she needs to meet the following criteria in addition to university-wide graduation criteria: (1) Overall ORU GPA of at least 2.50 and (2) a GPA of at least a 2.50 in junior (300 level) and senior (400 level) courses in the ORU College of Business.

| General Education | | | Credit Hours |
|--|------|---|--------------|
| Introduction to Whole Person Course (GEN 114 or GEN 115) | | | 3 |
| Composition (COMP 102*) | | | 3 |
| Foreign Language (Choose from 101, 102*, 203* courses in Spanish or French.) | | | 3 |
| Oral Communication (COM 101) | | | 3 |
| Humanities (HUM 201^, 202^, 203^, 204^, 999) | | | 6 |
| ^At least 1 course must be chosen from the marked courses. | | | |
| Biblical Literature (BLIT 111 and BLIT 122 or BIB 222 and BIB 261) | | | 4 |
| Theology (THE 104, 105) | | | 4 |
| Laboratory Science (Choice of one of the following:) | | | 4 |
| 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* | |
| Science Elective (Choose from BIO 101, CHE 101, EVR 101, or PSC 101 Lecture) | | | 3 |
| Quantitative Literacy (MAT 232*) | | | 3 |
| Civics (Choose from GOV 101, 103; HIS 110, 111, 200) | | | 3 |
| Social Science (BUS 201) | | | 3 |
| Health and Physical Education (HPE 171, 172*, 101*, 102*) | | | 4 |
| General Education Total | | | 46 |
| Major** | | | |
| BUS | 499* | Senior Paper | 3 |
| MGT | 341 | Business Communication | 3 |
| MKT | 130 | Principles of Marketing | 3 |
| MKT | 333* | Consumer Behavior | 3 |
| MKT | 334* | Integrated Marketing Communication | 3 |
| MKT | 346* | Selling and Sales Management | 3 |
| MKT | 361* | International Marketing | 3 |
| MKT | 445* | Marketing Research | 3 |
| MKT | 455* | Marketing Management | 3 |
| Marketing Major Elective (Choice of one of the following:) | | | 3 |
| MKT | 350* | Digital Marketing | |
| MKT | 447* | Retail Management | |
| MKT | 451* | Marketing Internship | |
| Major Total | | | 30 |
| Cognate | | | |
| ACT | 215 | Financial Accounting | 3 |
| ACT | 216* | Managerial Accounting | 3 |
| ACT | 320* | Quantitative Analysis | 3 |
| BUS | 100 | Introduction to Business | 2 |
| BUS | 202* | Principles of Microeconomics | 3 |
| BUS | 325* | Business Law I | 3 |
| BUS | 326* | Business Law II | 3 |
| BUS | 400* | Senior Seminar | 1 |
| FIN | 244 | Personal Financial Planning | 3 |
| FIN | 338* | Financial Management | 3 |
| MAT | 105 | College Algebra | 3 |
| MGT | 130 | Principles of Management | 3 |
| MGT | 431* | Strategic Management | 3 |
| Cognate Total | | | 36 |
| Electives | | | 8 |
| Degree Total | | | 120 |

*Course has prerequisite or corequisite requirements. See university catalog for details.

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All undergraduate students must complete a GO course. The recommended GO course for this program is GOV 103 or SOC 101.