

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

DEGREE PLAN SHEET 2018-2019
College of Business: MKT

	UG	MBA
TOTAL HOURS REQUIRED	120	33
Hours in general education	44	0
Hours in major	30	0
Hours in cognate	36 or 37	0
Hours in electives	9 or 10	

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 100	Introduction to Business	2
_____	_____	See below for Cognate Elective #	3	_____	THE 105	Spirit Empowered Living I I - Healing *	2
_____	THE 104	Spirit Empowered Living I - Holy Spirit *	2	_____	COM 101	Oral Communication	3
_____	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				14
			15				
SOPHOMORE Semester 3				SOPHOMORE Semester 4			
_____	MKT 333	Consumer Behavior	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	_____	BLIT 122	Christian Life - New Testament *	2
_____	BUS 201	Principles of Economics I *	3	_____	BUS 202	Principles of Economics II +	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	_____	HPE _____	HPE Activity	0.5
			15.5				14.5
JUNIOR Semester 5				JUNIOR Semester 6			
_____	BLIT 111	Christian Life - Old Testament *	2	_____	FIN 338	Financial Management	3
_____	BUS 325	Business Law I *	3	_____	BUS 326	Business Law II +	3
_____	MKT 346	Selling and Sales Management *	3	_____	MGT 341	Business Communications	3
_____	MKT 361	International Marketing	3	_____	_____	Civics Choice ^	3
_____	_____	Laboratory Science	4	_____	_____	Science Elective	3
_____	HPE _____	HPE Activity	0.5	_____	HPE _____	HPE Activity	0.5
			15.5				15.5
SENIOR Semester 7				SENIOR Semester 8			
_____	MKT 445	Marketing Research *	3	_____	BUS 499	Senior Paper	3
_____	MGT 431	Strategic Management	3	_____	_____	Elective	1
_____	BUS 400	Senior Seminar (co-req to MGT 431)	1	_____	MKT 455	Marketing Management +	3
_____	_____	Elective	3	_____	HUM _____	Humanities: See below for choices: Ω	3
_____	_____	Elective	3	_____	HPE _____	HPE Activity	0.5
_____	_____	Major Elective	3	_____	_____	Elective (♦ Business Ethics)	3
_____	HPE 400	Lifelong Wellness	0.5				13.5
			16.5				
_____	GBUS 574	Competitive Business Intelligence	2	_____	GACT 562	Managerial Accounting	3
			18.5				16.5
"Minimum Cumulative GPA of 2.50 required for graduation"							
MBA-Semester 9				MBA-Semester 10			
_____	GMKT 564	Marketing Management	3	_____	GBUS _____	Graduate Elective in Business	3
_____	GFIN 563	Graduate Finance	3	_____	GBUS 565	Graduate Strategic Management	4
_____	GBUS 572	Business Ethics **	2	_____	GBUS 582	Managerial Economics +	3
_____	GBUS 598	Research Methodology *	3	_____	GMGT 585	Business Analytics +	3
_____	GMGT 561	Management in a Globalized Era	3	_____	HPE _____	HPE Activity	0.5
_____	HPE _____	HPE Activity	0.5				13.5
			14.5				

- 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, 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)
- # Cognate Elective (MAT 105 = 3 hr, MAT 201 = 4 hr, CSC 111 = 3 hr) - if choosing MAT 201, will need to reduce elective hours by one

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

	Credit Hours
Composition (COMP 102)	3
Foreign Language (101, 102, 203, or 204)	3
Oral Communication (COM 101)	3
Humanities (HUM 201*, 202*, 203*, 204*, 333, ART 103, ART 104, ART 307, DANP 125, DRAM 215, DRAM 304, MUS 300)	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)	4
Laboratory Science	4
Science Elective (BIO 105 or a second lab science)	3
Quantitative Literacy (MAT 232)	3
Civics (GOV 101, GOV 103, HIS 110, HIS 111, or HIS 200)	3
Social Science (BUS 201) (Fall)	3
Health and Physical Education	
One course per full-time semester at ORU, including	5
GEN 150, HPE 155 and 400, swimming course or proficiency, and electives.	
General Education Total	44

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

BUS	499	Senior Paper (fall and spring)	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
MGT	341	Business Communications (fall and spring)	3
MKT	346	Selling and Sales Management (fall)	3
MKT	361	International Marketing (fall and spring)	3
MKT	445	Marketing Research (fall)	3
MKT	455	Marketing Management (spring)	3
			27

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

MKT	350	Internet Marketing (spring)	3
MKT	447	Retail Management (fall)	3
MKT	451	Marketing Internship (fall and spring)	3
			Major Total 30

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

ACT	215	Principles of Financial Accounting I (fall and spring)	3
ACT	216	Principles of Financial & Managerial Accounting II (spring)	3
ACT	320	Quantitative Analysis (fall and spring)	3
BUS	100	Introduction to Business (fall and spring)	2
BUS	400	Senior Seminar (fall and spring) - must be taken in same semester as Strategic Management	1
BUS	202	Principles of Economics II (spring)	3
BUS	325	Business Law I (fall)	3
BUS	326	Business Law II (spring)	3
Choose one from the following courses			3 or 4
	3 hr	MAT 105 - College Algebra (recommended if SAT in Math below 520 or ACT in Math below 22)	
	4 hr	MAT 201 - Calculus I	
	3 hr	CSC 111 - Introduction to Computing	
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 or 37
			Electives 9 or 10
			Degree Total 120