

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

DEGREE PLAN SHEET 2009-2010  
**School of Business: MKT**

TOTAL HOURS REQUIRED: 128 MBA 36  
 Hours in general education: 55  
 Hours in major: 30 0  
 Hours in cognate: 36 0  
 Hours in electives: 7

Name \_\_\_\_\_  
 ID \_\_\_\_\_ Date \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_  
 Advisor \_\_\_\_\_

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
<b>FRESHMAN Semester 1</b>				<b>FRESHMAN Semester 2</b>			
_____	ACT 215	Principles of Financial Accounting I *	3	_____	ACT 216	Principles of Financial & Managerial Acct. II	3
_____	MKT 130	Principles of Marketing	3	_____	BUS 099	Business Seminar	0
_____	HUM 101	Introduction to Humanities I *	3	_____	HUM _____	Humanities: See below for choices: Ω	3
_____	THE 103	Charismatic Life and Healing Ministry	3	_____	COM 101	Oral Communication	3
_____	COMP 102	Reading & Writing in Liberal Arts	3	_____	BLIT 120	Survey of New Testament+	3
_____	GEN 099	The Journey to a Transformed Life	0	_____	_____	Social Sciences ‡ Elective	3
_____	HPER 001	Health Fitness I	1	_____	HPER 002	Health Fitness II	1
_____	PRF 070	Swimming Proficiency	0				16
			16			Ω Humanities (Choice of one of the following: HUM 222, 233, 244, 301, 333)	

<b>SOPHOMORE Semester 3</b>				<b>SOPHOMORE Semester 4</b>			
_____	MGT 130	Principles of Management	3	_____	MKT 361	International Marketing	3
_____	HUM _____	Humanities: See below for choices: Ω	3	_____	ACT 320	Quantitative Analysis	3
_____	MAT 232	Elementary Statistics	3	_____	BUS 202	Principles of Economics II +	3
_____	BUS 201	Principles of Economics I *	3	_____	HUM _____	Humanities: See below for choices: Ω	3
_____	CSC 112	Microcomputer Applications in Business	3	_____	HIS 101	American History	3
_____	HPER 027	Swimming--May be replaced by HPER activity if swimming proficiency passed.	0.5 15.5	_____	HPER _____	HPER Activity	0.5 15.5
						Ω Humanities (Choice of two of the following: HUM 222, 233, 244, 301, 333, 250, 255, 260, 270, ART 103, 104, MUS 300, DRAM 215, COMP 101) ‡ PSY 201 or SOC 101 or SWK 202 or SOC 201	

<b>JUNIOR Semester 5</b>				<b>JUNIOR Semester 6</b>			
_____	BLIT 110	Survey of Old Testament *	3	_____	FIN 338	Financial Management	3
_____	MKT 346	Sales Management	3	_____	COMP 301	Critical Reading & Writing	3
_____	GOV 101	American Government	3	_____	MKT 447	Retail Management	3
_____	FIN 244	Personal Financial Planning	3	_____	MKT 333	Consumer Behavior	3
_____	_____	Laboratory Science	4	_____	_____	Laboratory Science	4
_____	HPER _____	HPER Activity	0.5 16.5	_____	HPER _____	HPER Activity	0.5 16.5

<b>SENIOR Semester 7</b>				<b>SENIOR Semester 8</b>			
_____	MKT 445	Marketing Research	3	_____	MGT 431	Strategic Management	3
_____	BUS 499	Senior Paper	3	_____	BUS 326	Business Law II	3
_____	BUS 325	Business Law I *	3	_____	MKT 334	Promotional Management	3
_____	MGT 341	Business Communications	3	_____	MKT 455	Marketing Management +	3
_____	BUS 099	Business Seminar	0	_____	_____	Elective (♦Business Ethics)	3
_____	_____	Elective	3	_____	HPER _____	HPER Activity	0.5
_____	HPER _____	HPER Activity	0.5 15.5	_____	_____	Elective	1 16.5
					GFIN 563	Graduate Finance	3
						Semester Total	19.5
						<b>"Participation in Commencement exercises is a graduation requirement"</b>	

<b>MBA-Semester 9</b>				<b>MBA-Semester 10</b>			
_____	GMKT 564	Marketing Management	3	_____	GBUS 572	Business Ethics** +	2
_____	GACT 562	Managerial Accounting	3	_____	GBUS 598	Research Methodology	3
_____	GBUS 504	Communication in Contemporary Business	3	_____	GBUS 565	Graduate Strategic Management	3
_____	GBUS _____	Graduate Elective in Business	3	_____	GBUS 566	Management Simulation	1
_____	GMGT 585	Quantitative Management	3	_____	GBUS 582	Economic Theory	3
_____	HPER _____	HPER Activity	0.5 15.5	_____	GMGT 561	Management in a Globalized Era+	3
_____	GBUS 574	Competitive Business Intelligence	2 17.5	_____	HPER _____	HPER Activity	0.5 15.5

\*\*Can be waived by undergraduate Business Ethics

- KEY + - 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 choices

**B.S. in Marketing**

2006-2007

Concentration: General Business

		<b>Credit Hours</b>
<b>General Education</b>		
English (COMP 102, 301)		6
Oral Communication (COM 101)		3
Humanities (HUM 101)		3
Humanities (Choice of one of the following: HUM 222, 233, 244, 301, 333)		3
Humanities (Choice of two of the following: HUM 222, 233, 244, 301, 333, 250, 255, 260, 270, ART 103, 104, MUS 300. DRAM 215, COMP 101)		6
Biblical Literature (BLIT 110, 120)		6
Theology (THE 103)		3
Laboratory Science		8
Mathematics (MAT 232)		3
American History (HIS 101)		3
E-Portfolio: The Journey to a Transformed Life		0
American Government (GOV 101)		3
Social Sciences Elective (Choice of One of the following: PSY 201, SWK 202, SOC 101, SOC 201, SOC 323, MUS 208)		3
Health, Physical Education, and Recreation		5
(Health Fitness I and II, swimming course or proficiency, and six HPER electives)		
<b>General Education Total</b>		55
 <b>Major (Grade of "C" or better required.)</b>		
MGT 341	Business Communications (fall and spring)	3
MKT 130	Principles of Marketing (fall, spring, and summer)	3
MKT 333	Consumer Behavior (spring)	3
MKT 334	Promotional Management (spring)	3
MKT 346	Sales Management (fall)	3
MKT 361	International Marketing (spring)	3
MKT 445	Marketing Research (fall)	3
MKT 447	Retail Management (spring)	3
MKT 455	Marketing Management (spring)	3
BUS 499	Senior Paper (fall and spring)	3
<b>Major Total</b>		30
 <b>Cognate Business Requirements (Grade of "D" or better required.)</b>		
ACT 215	Principles of Financial Accounting I (fall and summer)	3
ACT 216	Principles of Financial & Managerial Account II (spring & summer)	3
BUS 325	Business Law I (fall & summer) *	3
BUS 326	Business Law II (spring & summer) +	3
MGT 130	Principles of Management (fall, spring, and summer)	3
FIN 338	Financial Management (fall, spring, and summer)	3
MGT 431	Strategic Management (fall, spring, and summer)	3
CSC 112	Microcomputer Applications in Business	3
BUS 201	Principles of Economics I (fall and summer)	3
BUS 202	Principles of Economics II (spring and summer)	3
ACT 320	Quantitative Analysis (fall and spring)	3
FIN 244	Personal Financial Planning (fall, spring, and summer)	3
BUS 099	Business Seminar (fall or spring freshman year)	0
BUS 099	Business Seminar (fall or spring senior year)	0
<b>Cognate Total</b>		36
<b>Electives</b>		7
<b>Degree Total</b>		128

*"Participation in Commencement exercises is a graduation requirement"*