

Eastern Oklahoma State College to Northeastern State University Smart Choice 4-Year Plan of Study Associate of Science in Business

Administration Bachelor of Business Administration (Marketing)

Major

When people hear the word Marketing, they automatically think of advertising and sales, but marketing is much more than that. Marketing starts with you. You're the consumer, and you have wants and needs. Marketing searches out consumer wants and needs in order to develop products that meet those needs. Then, and only then, do advertising and selling enter the picture, and that for the purpose of informing you, the consumer, about the product or service that can meet your needs or satisfy your wants. As an NSU marketing major, you will learn how to identify and solve marketing problems, make ethical marketing decisions--how to be an effective business leader in today's society.

Visit our web site

<http://academics.nsuok.edu/business/technology/MKT.aspx>

Transferring

Transferring to NSU is a seamless process. Although you can transfer to NSU at any time in your academic career, the smoothest transition occurs if you have earned or will earn an AS in Business Administration from EOSC. This milestone will also meet your general education requirements at NSU (unless it is a specific NSU requirement for you to graduate). Within your AS, make sure you complete the following classes because they are admission requirements to the BBA program: ENGL 1113, ENGL 1213, MATH 1513, and CIS 1113, all with a grade of "C" or better.

Credit Transfer

Every class that you have taken at EOSC will transfer to NSU. Each class will count in one of the following categories that make up a bachelor's degree: general education, major, minor, or free elective. You probably already know about general education and major classes but minors and free electives are unique to bachelor's degrees. A minor is 18 hours from an academic area of your choice and it is designed to complement your major. A minor is not necessary for the BBA degree, however, if you choose to pursue a minor your advisor will help you determine your minor and the classes you will take to complete it. Free electives are extremely flexible and can be selected from any academic area. They allow you to explore your academic interests outside of your major while counting toward the 124 hours you need to graduate. Most degree programs at NSU allow for some free electives. If you completed a class at EOSC that does not meet one of the other specific requirements, it will count in this category, up to the first 64 hours. If you have completed more than 64 hours at the associate degree level, all courses will transfer to NSU, but only 64 hours will apply to your degree. This is because you must have 60 hours from a four-year institution to meet state requirements for graduation with a baccalaureate degree

Admission

For admission to the BBA Program, students must have completed (45) credit hours with a minimum GPA of 2.25. Included in these 45 hours must be ENGL 1113, ENGL 1213, and MATH 1513 with a grade of "C" or better as well as completing all required business courses with a "C" or better. Satisfactory completion of CIS 1113 is also required. In addition ACCT 2103, ACCT2203, ECON 2113 and ECON 2123 must be completed with a 2.25 average. Students failing to meet these admission requirements will be limited in the business classes they may take until all requirements are completed. Students in all CBT programs must read and sign the CBT Code of Conduct. The Code of Conduct may be found on the CBT web site.

<http://academics.nsuok.edu/business/technology/CBTHome.aspx>

Completion

If you don't complete your AS at EOSC, you will need to meet NSU's specific general education requirements. You must have at least 124 hours completed to earn a BBA. Of those hours, 60 must be from a university (4-year school), 40 must be junior and senior (3000/4000) level, 21 hours of the business core, including MGMT 4213, must be from NSU, and half of the hours in your major must be from NSU. You must also be both English and computer proficient. This means that you must pass English Comp I & II

(ENGL 1113 & ENGL 1213) with a "C" or better and successfully complete Computer Applications (CIS 1113). Therefore, when you transfer to NSU, you will likely need to complete around 60 more hours in order to earn your BBA.

Starting Classes

You can begin taking classes at NSU while you are completing your AS at EOSC. This is called dual enrollment and many students do this each semester. Consult an NSU academic advisor and a financial aid counselor to see how dual enrollment can work for you.

Freshman Year at EOSC

Fall Semester	Spring Semester
ENGL 1113 Freshman Comp I	ENGL 1213 Freshman Comp II
HIST 1483 or 1493 U.S. History	MATH 1513 College Algebra
POL SC 1113 American Federal Government	ACCT 2103 Financial Accounting
Humanities (3 hours)	Life Science (3-4 hours)
CIS 1113 Computer Applications	Gen Ed elective (3 hours)
OLS 1111 College Success Skills	
Total Hours Per Semester 16	Total Hours Per Semester 15-16

Sophomore Year at EOSC

Fall Semester	Spring Semester
SPCH 1113 Intro to Oral Communication	ACCT 2203 Managerial Acct
Physical Science (3-4 hours)	BUS AD 2123 Business Communications
ECON 2123 Microeconomics	ECON 2113 Macroeconomics
Humanities (3 hours)	Business elective (3 hours)
MGT 2113 Prin Management	MKT 2333 Prin Marketing
Total Hours Per Semester 15-16	Total Hours Per Semester 15

Junior Year at NSU

Fall Semester	Spring Semester
IS 3063 Principles of Info Systems	BADM 3963 Quantitative Methods
BADM 3933 Bus Stats or Math 3513 Stat Methods	MGMT 3213 Supply Chain and Operations
BLAW 3003 Business Law	MKT 3253 Integrated Mktg Comm
MKT 3323 Consumer Behavior	Free Elective (6 hours)
Free Elective (3 hours)	
Total Hours Per Semester 15	Total Hours Per Semester 15

Senior Year at NSU

Summer: Mgmt 4323 Quality Mgmt Seminar

Fall Semester	Spring Semester
MKT 4333 Mkt Research	MKT 4543 Mkt Mgmt
MKT electives (6 hours 3/4000 level)	MGMT 4213 Business Policy
FIN 3213 Principles of Finance	MKT elective (3 hours 3/4000 level)
Free Elective (3 hours)	Business Elective (3 hours 3/4000 level)
	Free Electives (3 hours)
Total Hours Per Semester 15	Total Hours Per Semester 15

** 60 hours required from a 4-year institution

** 30 hours required from NSU

** 40 hours of 3/4000 level courses required

** 21 hours of the business core required from NSU

** 50% of major must be taken at NSU

Total hours transferred from Eastern Oklahoma State College: 61-64

Total hours needed to complete Bachelor of Business Administration in Marketing: 60-63

For further information, contact Dr. Anne Davey, Department Chair, 918-444-2924, davey@nsuok.edu

<http://academics.nsuok.edu/businesstechnology/MKT.aspx>