

Northeastern Oklahoma Community 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 NEO. 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 CS 1103, all with a grade of "C" or better.

Credit Transfer

Every class that you have taken at NEO 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 NEO 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 CS 1103 (or computer proficiency) is also required. In addition, ACCT 2103, ACCT 2203, ECON 2013 and ECON 2023 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 NEO, 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 CS 1103. 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 AA or AS at NEO. 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 NEO

Fall Semester	Spring Semester
ENG 1113 Freshman Comp I	ENGL 1213 Freshman Comp II
HIST 1483 or 1493 U.S. History	MATH 1513 College Algebra
POLS 1113 American Federal Government	Humanities (3 hours)
Humanities (3 hours)	Lab Science (4 hours)
CS 1103 or computer proficiency	Gen Ed elective (3 hours)
FYE 1011	
Total Hours Per Semester 13-16	Total Hours Per Semester 16

Sophomore Year at NEO

Fall Semester	Spring Semester
PSYC 1113 OR SOCI 1113	ACCT 2203 Managerial Acct
Lab Science (4 hours)	SPCH 2713 Speech Communication
ACCT 2103 Financial Accounting	ECON 2023 Microeconomics
ECON 2013 Macroeconomics	MGMT 2213 Prin Management
BADM 2113 Business Communications	MKTG 2123 Prin Marketing
Total Hours Per Semester 16	Total Hours Per Semester 15

Junior Year at NSU

Fall Semester	Spring Semester
IS 3063 Principles of Info Systems	BLAW 3003 Bus Law I
BADM 3933 or MATH 3513 Statistics	BADM 3963 Quantitative Methods
MKT 3323 Consumer Behavior	MGMT 3213 Supply Chain and Operations
Free elective (6 hours)	MKT elective (6 hours)
Total Hours Per Semester 15	Total Hours Per Semester 15

Senior Year at NSU

Fall Semester	Spring Semester
MKT 4333 Marketing Research	MKT 4543 Marketing Mgmt
MKT elective (3 hours)	MGMT 4213 Business Policy
Business Elective (3 hours 3/4000 level)	MKT elective (3 hours)
Free Elective (3 hours)	Free electives (7 hours)
FIN 3213 Principles of Finance	
Total Hours Per Semester 15	Total Hours Per Semester 16

- ** 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 Northeastern Oklahoma Community College:60-63

Total hours needed to complete Bachelor of Business Administration in Marketing: 61-64

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

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