

**Tulsa Community College to Northeastern State University**  
**Smart Choice 4-Year Plan of Study**  
**Associate of Science in Marketing**  
**Bachelor of Business Administration (Marketing)**

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/businesstechnology/MKT.aspx>

**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 TCC. 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 CSCI 1203, all with a grade of "C" or better.

**How do my TCC classes transfer to NSU?** Every class that you have taken at CSC 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 compliment 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 TCC 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

**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 CSCI 1203 is also required. In addition ACCT 2103, ACCT2203, 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/businesstechnology/CBTHome.aspx>

**What it takes to complete a BBA from NSU.** If you don't complete your AS at TCC, 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 proficiency (CSCI 1203). Therefore, when you transfer to NSU, you will likely need to complete around 60 more hours in order to earn your BBA.

**When can you start taking NSU classes?** You can begin taking classes at NSU while you are completing your AS at TCC. This is called dual enrollment, 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.

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Freshman Year at TCC

Fall Semester	Spring Semester
ENGL 1113 Freshman Comp I	ENGL 1213 Freshman Comp II
HIST 1483 or 1493 U.S. History	ACCT 2213 Financial Accounting
POLS 1113 American Federal Government	GEOG 1043 Intro to Cultural Geography
MATH 1513 College Algebra	Humanities (3 hours)
ECON 2013 Macroeconomics	Science w Lab (4-5 hours)
MKTG 2423 Principles of Marketing	Required Elective (3 hours) see TCC catalog
<b>Total Hours Per Semester 18</b>	<b>Total Hours Per Semester 16-17</b>

Sophomore Year at TCC

Fall Semester	Spring Semester
ECON 2023 Microeconomics	ACCT 2223 Managerial Acct
SPCH 1113 Speech Communication	MKTG 2363 Consumer Behavior
CSCI 1203 Computer Concepts	MKTG 2343 Customer Service OR MKTG 2393 Advertising & Promotion Management
MKTG 1313 Sales & Negotiations	Humanities (3 hours)
Non Lab Science (3 hours)	Required Elective (3 hours) see TCC catalog
<b>Total Hours Per Semester 15</b>	<b>Total Hours Per Semester 15</b>

Junior Year at NSU

Fall Semester	Spring Semester
IS 3063 Principles of Info Systems	MGMT 3213 Supply Chain and Operations
MATH 3513 or BADM 3933 Business Statistics	IS 3113 Bus Communication
BLAW 3003 Business Law I	FIN 3213 Principles of Finance
MKT Emphasis Area Elective (3 hours)	MGMT 3183 Principles of Management
Free Elective (3 hours)	Free Elective (3 hours)
<b>Total Hours Per Semester 15</b>	<b>Total Hours Per Semester 15</b>

Senior Year at NSU

Fall Semester	Spring Semester
MKT 4333 Marketing Research	MKT 4543 Marketing Management
MKT Emphasis Area Electives (6 hours)	MGMT 4213 Business Policy
Business Elective (3 hours 3/4000 level)	MKT Elective (3 hours)
BADM 3963 Quantitative methods	Business Elective (3 hours 3/4000 level)
	Free Elective (3 hours)
<b>Total Hours Per Semester 15</b>	<b>Total Hours Per Semester 15</b>

\*\* 60 hours required from a 4 year institution

\*\* 30 hours required from NSU

\*\* 40 hours of 3/4000 level courses required

\*\* 50% of major must be taken at NSU

**21 hours of the Business Core must be taken at NSU**

Total hours transferred from Tulsa Community College: 63-64

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

For further information, contact Dr. Anne Davey, Department Chair, 918-444-2924, [davey@nsuok.edu](mailto:davey@nsuok.edu)

Visit our web site <http://academics.nsuok.edu/business/technology/MKT.aspx>