

Course Sequence for Marketing majors

Following the sequence of courses as we suggest below will result in a very reasonable workload, ensure you have course prerequisites, and let you complete a degree on time.

Be sure to consult an advisor before enrolling each semester.

Your First Year: Welcome to University

General Education courses expand your horizons

- English Composition, History, Political Science, Math, Humanities, Science, Psychology, Sociology

Start your business foundations: Financial Accounting, Microeconomics

Your Second Year: Moving along

More General Education

- Communication, Computers, Science, Life Skills

Dig further into Business,

- Macroeconomics, Managerial Accounting, Principles of Management, Business Communications

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Your Third Year: Business Core, introduction to your major

- Information Systems, Statistics, Marketing, Business Law, Finance, Quantitative Methods, Supply Chain and Operations,
- Consumer Behavior

Your Fourth Year: "Expert" in your major, Finish it off!!!

- Integrated Marketing Communications, Marketing Research, Marketing Management
- Business Policy

See detailed schedule on following page

4-Year Plan of Study at NSU

Bachelor of Business Administration in Marketing

Freshman Year

Fall Semester	Spring Semester
ENG 1113 Freshman Comp I	ENG 1213 Freshman Comp II
HIS 1483 or 1493 U.S. History	ACCT 2103 Financial Accounting
POS 1113 American Federal Government	ECON 2213 Microeconomics (3 hours)
ORIE 1002 College Strategies (2 hours)	*Humanities (3 hours)
University Studies (2 hours)	*Physical Science (3-5 hours)
*Quantitative Analysis (3 hours)	*Life Skills (3 hours)
Total Hours Per Semester 17	Total Hours Per Semester 18-20

Sophomore Year

Fall Semester	Spring Semester
ECON 2113 Macroeconomics	ACC 2203 Managerial Acct
*Communication (3 hours)	*Social/Behavioral Sci (3 hours)
IS 1113 Fundamentals of Computer Usage	IS 3113 Business Communications
*Life Skills (3 hours)	*Global Perspectives (3 hours)
*Biological Sciences (3-4 hours)	University Studies Capstone (1 hours)
	Mgmt 3183 Principles of Management
Total Hours Per Semester 15-16	Total Hours Per Semester 16

1. Complete a minimum of 45 hours with a 2.25 GPA.
2. Complete College Algebra and Freshman Composition I and II with a minimum of 2.0 GPA in each class.
3. Meet NSU Computer Competency requirements.
4. Complete ACCT 2103, ACC 2203, ECON 2113, and ECON 2213 with an overall GPA of 2.25.
5. Read and sign the CBT Code of Conduct.

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Junior Year

Fall Semester	Spring Semester
IS 3063 Principles of Info Systems	BADM 3963 Quantitative Methods
MATH 3513 or BADM 3933 Business Statistics	MKT 3323 Consumer Behavior
MKT 3213 Principles of Marketing	*Humanities (3 hours)
MGMT 3213 Supply Chain and Operations	FIN 3213 Principles of Finance
*Global Perspectives (3 hours)	BLAW 3003 Business Law I
Total Hours Per Semester 15	Total Hours Per Semester 15

Senior Year

Fall Semester	Spring Semester
MKT 3253 Integrated Mkt Communications	MGMT 4213 Business Policy
*MKT elective (6 hours)	MKT 4333 Mkt Research
*Business Elective (3 hours 3/4000 level)	MKT 4543 Mkt Mgmt
Free electives (3 hours)	*MKT elective (3 hours 3/4000 level)
	Free electives (3 hours)
Total Hours Per Semester 15	Total Hours Per Semester 15

*Consult an advisor to determine what courses can be taken to fulfill these requirements

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