

B.S. in Marketing

| 2017-2018

	Fall		Winter		Spring		Opportunities
First Year	BA 160: B-Engaged MTH 111: College Algebra WR 121: English Composition Cultural Diversity HHS 231: Lifetime Fitness for Health	3 4 3 3 2	BA 161: Innovation Nation – Awareness to Action MTH 241: Calculus for Management and social science Literature and Arts Physical or Biological Science with Lab	3 4 3 4	BA 162: Innovation Nation – Ideas to Reality Econ 201: Introduction to Microeconomics COMM 111/114/218: Speech Physical or Biological Science with Lab PAC: Physical Activity Course	3 4 3 4 1	Friday's in Austin Join a Club: Marketing, Sales, COB Inc (International Network Club) <i>First math class may be higher or lower than MTH 111 depending on math placement test results or transfer courses.</i>
	Total Credits	15	Total Credits	14	Total Credits	15	
Second Year	BA 230: Business Law WR 222: English Composition ECON 202: Introduction to Macroeconomics BA 281: Professional Development BA 282: Personal, Professional, and Leadership Development I	4 3 4 3 1	BA 211: Financial Accounting BA 275: Foundations of Statistical Inference BA 260: Introduction to Entrepreneurship BA 283: Personal, Professional, and Leadership Development II Western Culture	4 4 4 1 3	BA 302: Business Process Management BA 213: Managerial Accounting BA 284: Personal, Professional, and Leadership Development III Physical or Biological Science with Lab Electives	4 4 1 4 3	Friday's in Austin Consider MECOP internship Program and/or study abroad Club activities
	Total Credits	15	Total Credits	16	Total Credits	16	
Third Year	MRKT 390: Principles of Marketing BA 352: Managing Individual and Team Performance BA 360: Intro to Financial Management Difference, Power and Discrimination	4 4 4 3	BA 375: Applied Quantitative Methods BA 347: International Business BA 370: Business Info Systems Overview Contemporary Global Issues	4 4 4 3	MRKT 396: Fundamentals of Marketing Research BA 357: Operations Management MRKT Specialization Course Science, Technology, and Society	4 4 4 3	Friday's in Austin MECOP and/or study abroad Club activities
	Total Credits	15	Total Credits	15	Total Credits	15	
Fourth Year	MRKT 489: Personal Selling Skills Development MRKT 492: Consumer Behavior MRKT Specialization Course Electives	4 4 4 3	MRKT 496: Marketing Research Practicum MRKT Specialization Course BA 354: Managing Ethics and Corporate Social Responsibility Electives	4 4 4 3	MRKT 499: Marketing Strategy MRKT Specialization Course BA 466: Integrative Strategic Experience Electives	4 2 4 4	Friday's in Austin MECOP and/or study abroad Club activities <i>Terms courses are taught may vary.</i>
	Total Credits	15	Total Credits	15	Total Credits	14	

This is a sample schedule intended for informational purposes only. Students should consult with their OSU academic advisor to create a personalized degree plan.