



OHIO
UNIVERSITY

College of Business

Marketing Major

The scheduling scenario below is intended to present an example pattern by which this major can be completed in three years. Those interested in pursuing this option need to work with an academic advisor to develop a specific plan to earn the 128 credit hours required for graduation.

Marketing B.B.A.

Semester 1: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
ACCT 1010 Foundations of Accounting	3		
ECON 1030 Principles of Microeconomics	3		
MIS 2010 Informational Analysis and Design	3		
Behavioral Science PSY 1010, SOC 1010 or ANTH 1010 ¹	3		
BA 1100 Introduction to Business	3		
BA 1000 Business College Introduction	1		
Total hours for semester	16		

Semester 2: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
ACCT 1020 Decision Making With Accounting	3		
ECON 1040 Principles of Macroeconomics	3		
MATH 1350 Calculus	3		
PHIL 1300 Ethics	3		
ENG 1510 Writing and Reading	3		
Total hours for semester	15		

Semester 3: Summer

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
FIN 2400 Financial Management	3		
MGT 2100 Introduction to Management and Organization	3		
MIS 2020 Business Information Systems	3		
MKT 2400 Introduction to Marketing Management	3		
General Education ²	3		
Total hours for semester	15		

Semester 4: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
QBA 2010 Introduction to Business Statistics	3		
BUSL 2550 Corporate Responsibility in a Legal Environment	3		
MKT 3580 Professional Selling Techniques	3		
MKT XXXX Marketing Elective	3		
Diversity AAS 1500, 2500 or 3500 OR WGS 1000	3		
Recreation Course ³	1		
Total hours for semester	16		

Semester 5: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
QBA 3710 Business Analytics	3		
General Education ²	3		
General Education ²	3		
MGT	3		
BUSL 3570 Law of Corporate Governance, Commerce & Related Topics	3		
Total hours for semester	15		

Semester 6: Summer ⁵

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
Global Competitiveness Study Abroad Program ⁴	9		
General Education ²	3		
General Education ²	3		
Total hours for semester	15		

Semester 6: Summer Alternative ⁵

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
General Education ²	3		
General Education ²	3		
General Education ²	3		
General Education ²	3		
General Education ²	3		
Total hours for semester	15		

Semester 7: Fall

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
MGT 3200 Operation Management	3		
Any 3000 OR 4000 Level Economics Course EXCEPT 3000 OR 3810	3		
MKT 4440 Consumer Behavior	3		
MGT XXXX Management Elective	3		
General Education ²	3		
Total hours for semester	15		

Semester 8: Spring

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
MGT 4800J Business Strategy	3		
MIS 4800 MIS Capstone	3		
General Education ²	3		
General Education ²	3		
General Education ²	3		
Total hours for semester	15		

Semester 9: Summer ⁶

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
General Education ²	3		
General Education ²	3		
Total hours for semester	6		

Semester 9: Summer Alternative ⁶

Course Subject and Title (Or General Tier/Major Requirement)	Credit Hours	Upper Division	Minimum Grade
Internship	3		
General Education (online) ⁷	3		
Total hours for semester	6		

¹ ANTH 1010 also counts for the Cross Cultural Perspectives Tier II requirement.

² Need one General Education course in each of the three areas: Natural Science and Mathematics, Fine Arts, and Cross Cultural Perspectives. Also need 2-4 non-business electives to graduate. Once these areas are met, this slot can be any course.

³ To reach 128 hours, a one hour recreation course can be taken in any semester.

⁴ This is a study abroad experience that requires additional fees. It fulfills the internship requirement.

⁵ An alternative sequence involving an internship in the third summer.

⁶ The third summer semester could be eliminated if a sixth course is taken in two of the earlier semesters.

⁷ Since the internship prevents attendance, this final class will need to be online or added to a previous semester as a sixth class.