

# MARKETING

## GENERAL EDUCATION REQUIREMENTS:

### Writing and Related Skills

COURSE	HRS	SEM/YR
English 1110.01* or 1110.02* or 1110.03*	3	
2 <sup>nd</sup> Writing Course (2367)	3	

### Quantitative and Logical Skills

COURSE	HRS	SEM/YR
Mathematics 1131* or 1151*	5	
Statistics 1430	4	
CSE 1113 or 2111	1 or 3	

### Natural Sciences (Minimum 10 credit hours)

*NOTE:* 10 credit hours of Natural Sciences are required (2-3 courses). There must be at least one biological science course, one physical science course, and one course with a laboratory.

COURSE	HRS	SEM/YR
Biological Science	3-5	
Physical Science	3-5	
Other Natural Science (If Needed)	3-5	

### Social Sciences

COURSE	HRS	SEM/YR
Economics 2001.01	3	
Economics 2002.01	3	

### Arts & Humanities

COURSE	HRS	SEM/YR
History	3	
Literature	3	
Visual & Performing Arts	3	
Cultures & Ideas or History or Foreign Language 1102.01	3-4	

### Open Option (Minimum 6 credit hours)

*NOTE:* Open option courses may be selected from among other GE courses, service-learning courses, cross-disciplinary seminars, and/or study abroad for a minimum of six credit hours.

(Course)	HRS	SEM/YR
(Course)	3	
(Course)	3	

### Social Diversity

*NOTE:* At least one course must be a designated social diversity course (typically embedded in other requirements).

(Course)	HRS	SEM/YR
(Course)		

### Global Studies

*NOTE:* Two courses must be designated global studies courses (typically embedded in other requirements).

(Course)	HRS	SEM/YR
(Course)		
(Course)		

**GE Total Hours** **50-62**

- \* • For students admitted to OSU Autumn 2018 or later a grade of B or better is required
- For students admitted to OSU Summer 2018 or earlier a grade of C or better is required

## BUSINESS CORE REQUIREMENTS:

COURSE	TITLE	HRS	PREREQ to BUSMHR 4490	PREREQ to Specialization	SEM/YR
ACCTMIS 2200	Introduction to Accounting I	3		✓	
ACCTMIS 2300	Introduction to Accounting II	3		✓	
BUSMGT 2320	Decision Sciences: Statistical Techniques	3	✓	✓	
BUSMGT 2321	Business Analytics	1.5	✓	✓	

**Admission to the Business major is required in order to enroll in courses listed below:**

COURSE	TITLE	HRS	PREREQ to BUSMHR 4490	PREREQ to Specialization	SEM/YR
BUSMHR 2292	Business Skills & Environment	3	✓	✓	
BUSMHR 2000	Introduction to International Business	1.5	✓		
BUSFIN 3500	Legal Environment of Business	1.5	✓		
BUSML 3380	Logistics Management	1.5	✓		
BUSFIN 3220	Business Finance	3	✓		
BUSMGT 3230	Introduction to Operations Management	3	✓		
BUSML 3250**	Marketing Management	3	✓	✓	
BUSMHR 3200	Organizational Behavior	3	✓		
BUSMHR 4490	Strategic Management	3			

\*\*Students admitted to Ohio State AU15 & beyond are required to earn a grade of C- or better in this course to graduate with the Marketing specialization.

**Business Core Total Hours** **33**

## SPECIALIZATION REQUIREMENTS:

*NOTE:* Review prerequisites for specialization classes on back. Minimum 2.0 specialization GPA required to graduate.

REQUIRED COURSES	TITLE	HRS	SEM/YR
BUSML 4201	Consumer Behavior	3	
BUSML 4202	Marketing Research	3	
BUSML 4203	Marketing Strategy	1.5	
BUSML 4204	Marketing Projects	3	

**Choose SIX (6) credit hours of Marketing electives from courses listed on back**

(Courses)	HRS	SEM/YR
(Courses)	6	

**Marketing Specialization Total Hours** **16.5**

## OTHER COURSES AND ELECTIVES:

*NOTE:* A minimum of 121 credit hours and a cumulative 2.0 overall GPA are required for the B.S.B.A. degree

COURSE	TITLE	HRS	SEM/YR
BUSADM 1100/1100H	College of Business Survey	1	
ELECTIVES	(Courses)	10.5- 21.5	

**B.S.B.A. Total Hours Required** **121**

## PREREQUISITE STRUCTURE FOR MARKETING:

REQUIRED COURSES	TITLE	HRS	PREREQUISITES
BUSML 4201	Consumer Behavior	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321; BUSML 3250
BUSML 4202	Marketing Research	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321; BUSML 3250
BUSML 4203	Marketing Strategy	1.5	BUSML 4201; BUSML 4202
BUSML 4204	Marketing Projects	3	BUSML 4201; BUSML 4202

MARKETING ELECTIVES	TITLE	HRS	PREREQUISITES
BUSML 4241	Entrepreneurial Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4210	Advanced Market Research	1.5	BUSML 4201; BUSML 4202
BUSML 4240	New Product Management	1.5	BUSML 4201; BUSML 4202
BUSML 4211	Market Analysis & Forecasting	1.5	BUSML 4201; BUSML 4202
BUSML 4221	Professional Selling	1.5	BUSML 4201; BUSML 4202
BUSML 4220	Sales Management	1.5	BUSML 4201; BUSML 4202
BUSML 4212	Customer Relationship Management	1.5	BUSML 4201; BUSML 4202
BUSML 4222	Customer Service	1.5	BUSML 4201; BUSML 4202
BUSML 4223	Foundations of Sales & Sales Management	3	BUSML 4201; BUSML 4202
BUSML 4233	Advertising & Promotional Strategy	3	BUSML 4201; BUSML 4202
BUSML 4251	Retail Management	1.5	BUSML 4201; BUSML 4202
BUSML 4232	Emerging Media	1.5	BUSML 4201; BUSML 4202
BUSML 4230	Advertising Management	1.5	BUSML 4201; BUSML 4202
BUSML 4231	Promotional Strategy	1.5	BUSML 4201; BUSML 4202
BUSML 4252	Social Marketing & Public Policy	1.5	BUSML 4201; BUSML 4202
BUSML 4253	International Marketing I	1.5	BUSML 4201; BUSML 4202
BUSML 4383*	Supply Chain Management	1.5	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321; BUSML 3380
BUSML 4382*	Logistics Analytics	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321; BUSML 4380
BUSML 5389*	Logistics Decision Making	3	BUSML 4380; BUSML 4382 <i>or concurrent</i>

\*Marketing students do not have priority for this class. Interested Marketing students must waitlist this class. Admission is not guaranteed.

*It is the responsibility of the student to know the published policies governing the curriculum, as well as the regulations and procedures of the college and the university.*

***For potential updates visit [fisher.osu.edu](https://fisher.osu.edu) or contact an Academic Advisor.***

## GRADUATION APPLICATION DEADLINES:

Students must submit a graduation application **one year** before their anticipated graduation date.

Failure to submit an application by the deadline **may** result in a delay in graduation.

Find specific deadline dates and apply online here: <https://fisher.osu.edu/undergraduate/graduation>

Graduation Term	Application Deadline (one year prior to graduation)
Autumn	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Autumn semester one year prior to intended graduating semester
Spring	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Spring semester one year prior to intended graduating semester
Summer	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Summer semester one year prior to intended graduating semester