

MARKETING

GENERAL EDUCATION:

Writing and Related Skills

COURSE AND #	HRS	SEM/YR
English 1110.01	3	
2 nd Writing Course (2367)	3	

Quantitative and Logical Skills

Mathematics 1131 or 1151	5	
Statistics 1430	4	
CSE 1113 or 2111	1/3	

Natural Sciences (Minimum 10 credit hours)

Biological Science	3-5	
Physical Science	3-5	
Other Natural Science (If Needed)	3-5	

NOTE: 10 credit hours of Natural Sciences are required (two to three courses). There must be at least one biological science course, one physical science course and one laboratory.

Social Sciences

Economics 2001.01	3	
Economics 2002.01	3	

Arts & Humanities

History	3	
Literature	3	
Arts	3	
Cultures & Ideas/History/Foreign Lang. 1102.01	3-4	

Open Options (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.

List courses below:

Option	3	
Option	3	

Social Diversity

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

List course below:

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Global Studies

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

List courses below:

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GE Total Hours

50-61

BUSINESS CORE REQUIREMENTS:

COURSE #	TITLE	HRS	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	
⊕ BUSMHR 2292	Applied Business Skills and Environment	3	
▲ BUSMHR 2000	Intro to International Business	1.5	
▲ BUSFIN 3500	Legal Environment of Business and Legal Business Issues	1.5	
▲ BUSML 3380	Logistics Management	1.5	
▲ BUSFIN 3220	Business Finance	3	
▲ BUSMGT 3230	Intro to Operations Management	3	
⊕ BUSML 3250	Marketing Management	3	
▲ BUSMHR 3200	Organizational Behavior	3	
× BUSMHR 4490	Strategic Management	3	

⊕ Course can be completed prior to admission to the major

▲ Prerequisites to BUSMHR 4490

⊕ Prerequisites to Specialization

× Course to be taken in your last year

Business Core Total Hour

33

SPECIALIZATION: Minimum 2.00 CPHR required to graduate

COURSE #	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	

◆ BUSML 4201 & 4202 required

Choose 6 credit hours from Marketing Options on Back

Specialization Total Hours

16.5

OTHER COURSES & ELECTIVES: (Varies 1-20)

COURSE AND #	TITLE	HRS	SEM/YR
BUSADM 1100/1100H	College of Business Survey	1	
ELECTIVES		10.5-21.5	

B.S.B.A. Total Hours Required

121

EFFECTIVE FOR FRESHMEN AND TRANSFERS ADMITTED TO OHIO STATE SU 2012 OR LATER

PREREQUISITE STRUCTURE FOR MARKETING	
BUSML 4201	BUSML 3250; BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321
BUSML 4202	BUSML 3250; BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321
BUSML 4203	BUSML 4201; BUSML 4202
BUSML 4204	BUSML 4201; BUSML 4202
BUSML 4241	BUSML 4201; BUSML 4202
BUSML 4210	BUSML 4201; BUSML 4202
BUSML 4240	BUSML 4201; BUSML 4202
BUSML 4211	BUSML 4201; BUSML 4202
BUSML 4221	BUSML 4201; BUSML 4202
BUSML 4220	BUSML 4201; BUSML 4202
BUSML 4212	BUSML 4201; BUSML 4202
BUSML 4222	BUSML 4201; BUSML 4202
BUSML 4251	BUSML 4201; BUSML 4202
BUSML 4232	BUSML 4201; BUSML 4202
BUSML 4230	BUSML 4201; BUSML 4202
BUSML 4231	BUSML 4201; BUSML 4202
BUSML 4252	BUSML 4201; BUSML 4202
BUSML 4253	BUSML 4201; BUSML 4202
BUSML 4382	BUSML 4380; BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321
BUSML 5389	BUSML 4380; BUSML 4382 (or concur.)
BUSML 4383	BUSML 3380; BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSMGT 2320; BUSMGT 2321

Marketing Specialization Options			
Choose 6 credit hours			
COURSE #	TITLE	HRS	SEM/YR
BUSML 4241	Entrepreneurial Marketing	1.5	
BUSML 4210	Advanced Market Research	1.5	
BUSML 4240	New Product Management	1.5	
BUSML 4211	Market Analysis & Forecasting	1.5	
BUSML 4221	Professional Selling	1.5	
BUSML 4220	Sales Management	1.5	
BUSML 4212	Customer Relationship Mgmt	1.5	
BUSML 4222	Customer Service	1.5	
BUSML 4251	Retail Management	1.5	
BUSML 4232	Emerging Media	1.5	
BUSML 4230	Advertising Management	1.5	
BUSML 4231	Promotional Strategy	1.5	
BUSML 4252	Social Marketing & Public Policy	1.5	
BUSML 4253	International Marketing I	1.5	
BUSML 4382	Logistics Analytics	3	
BUSML 5389	Logistics Decision Making	3	
BUSML 4383	Supply Chain Management	1.5	

GRADUATION DEADLINE

You must submit a graduation application *one year* before your anticipated graduation date (see sample timetable below). Failure to submit an application by this deadline *may* result in a delay in your graduation. Application forms are located in 120 Schoenbaum Hall and can be submitted to the front desk during regular business hours.

Planned Graduation	Application Deadline
Spring 2017	<i>4th Friday of Spring 2016:</i> To receive graduating senior priority scheduling appointments for both Autumn 2016 and Spring 2017 terms <i>End of Spring 2016:</i> To receive a graduating senior priority scheduling appointment for Spring 2017 only
Summer 2017	<i>4th Friday of Summer 2016:</i> To receive graduating senior priority scheduling appointments for both Spring 2017 and Summer 2017 terms <i>End of Summer 2016:</i> To receive a graduating senior priority scheduling appointment for Summer 2017 only
Autumn 2017	<i>4th Friday of Autumn 2016:</i> To receive graduating senior priority scheduling appointments for both Spring 2017 and Autumn 2017 terms <i>End of Autumn 2016:</i> To receive a graduating senior priority scheduling appointment for Autumn 2017 only

It is your responsibility as a student to know the published policies governing the curriculum you are pursuing, as well as the regulations and procedures of the college and the university. **For potential updates visit fisher.osu.edu or contact your academic advisor.**