### Undergraduate Program in Business Administration

**Fisher College of Business**

**EFFECTIVE FOR STUDENTS ADMITTED TO SPECIALIZATION AU06 AND AFTER**

### PROFESSIONAL AND GENERAL EDUCATION

#### FIRST YEAR REQUIREMENTS

- **English 110** ........................................... 5
- **Mathematics 130** ..................................... 4
- **Mathematics 131** ..................................... 4
- **Mathematics 132** ..................................... 5
- **CS&E 200** ............................................. 5

#### GENERAL EDUCATION CURRICULUM

2nd Writing Course ....................................... 5
Social Science ........................................... 5
- {Social Diversity Course} .............................

#### NATURAL SCIENCE (one must be a laboratory course)

- **Biol Sci I** ........................................... 5
- **Biol Sci II** ........................................... 5
- **Phys Sci I** ........................................... 5
- **Phys Sci II** ......................................... 5

#### ARTS AND HUMANITIES (Designate US/European & Non-US/European options – one course in each required)

- **History I** .......................................... 5
- **History II** .......................................... 5
- **Literature** .......................................... 5
- **Visual and Performing Arts** ..................... 5
- **Cultures and Ideas/Lit/VPA** ..................... 5
- A: {US/Europe Course} .................................
- B: {Non-US/Europe Course} ...........................

#### CONTEMPORARY WORLD .................................. 5

**Notes:**

- † Requirements for entry to College. A competitive point hour ratio is also required.
- ◊ Designates requirements that may be met within other requirements. See printable version of GEC at [http://fisher.osu.edu/programs/undergraduate/academics/general-ed-curriculum](http://fisher.osu.edu/programs/undergraduate/academics/general-ed-curriculum).
- † Prerequisites to Business Adm 799.
- ◊ Prerequisites required to Specialization Core Courses.
- × Course to be taken your last quarter.

### IMPORTANT NOTE:

You must apply to graduate 3 quarters before your anticipated graduation date. Application forms are located in the College Office.

### SECOND YEAR REQUIREMENTS

<table>
<thead>
<tr>
<th>COURSE</th>
<th>NUMBER</th>
<th>HRS</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus-Adm: M&amp;L **755</td>
<td>4</td>
<td>Promotional Strategy</td>
<td></td>
</tr>
<tr>
<td>or</td>
<td>Bus-Adm: M&amp;L **756 (694.42)</td>
<td>4</td>
<td>Product Design &amp; Pricing</td>
</tr>
<tr>
<td>Bus-Adm: M&amp;L 750</td>
<td>4</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>Bus-Adm: M&amp;L 758</td>
<td>4</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>Bus-Adm: M&amp;L *752</td>
<td>4</td>
<td>Cases Managerial Marketing</td>
<td></td>
</tr>
<tr>
<td>Bus-Adm: M&amp;L ____</td>
<td>4</td>
<td></td>
<td></td>
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<tr>
<td>Bus-Adm: M&amp;L ____</td>
<td>4</td>
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</tr>
</tbody>
</table>

**Total:** 24

Choose **two** from the following options:

- **Bus-Adm: M&L 694.44 (Personal Selling), 751 (Managerial Marketing), 753 (Retail Management), 754 (Principles of Electronic Marketing), 757 (International Marketing), 759 (Sales Management), 760 (694.41-SU 06-Services Marketing), 780 (Logistics Management), 781 (Analysis and Design of Logistics Systems), 782 (Logistics Decision Making)**

**752 must have credit for 755 or 756 (694.42) and 750 and 758 - [for declared majors prior to AU06 - need 751 & 758]**

**750 and 758 are prerequisites to 755 and 756 - If both 755 and 756 are taken, one may be used as a specialization option**

### SPECIALIZATION REQUIREMENTS

#### BUSINESS CORE REQUIREMENTS

- **Bus-Adm 499** ...................................... 4
- **Bus-Adm 555** ...................................... 4
- **Bus-Adm: Fin 510** ................................ 4
- **Economics Option (501, 502, 520, 530, 570, or 580)** 5
- **Bus-Adm: Fin 620** ................................ 4
- **Bus-Adm: Mgt 630** ................................ 4
- **Bus-Adm: M&L 650** ................................ 4
- **Bus-Adm: MHR 701** ................................ 5
- **Bus-Adm: 799** ...................................... 4

#### SPECIALIZATION REQUIREMENTS

- **Bus-Adm: M&L **755 4 Promotional Strategy**
- or **Bus-Adm: M&L **756 (694.42) 4 Product Design & Pricing**
- **Bus-Adm: M&L 750 4 Consumer Behavior**
- **Bus-Adm: M&L 758 4 Marketing Research**
- **Bus-Adm: M&L *752 4 Cases Managerial Marketing**
- **Bus-Adm: M&L ____ 4**
- **Bus-Adm: M&L ____ 4**

**Total:** 24

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### REQUEST ‘M’ SECTIONS FOR REGISTRATION

(These specialization courses may be taken in any order, as long as prerequisites are met.) Minimum 2.0 required in the specialization to graduate.

### 196 DEGREE HOURS NEEDED FOR GRADUATION

**HOURS THAT DO NOT APPLY TOWARDS GRADUATION**

- Course numbers less than 100 (050, 075-examples) are considered remedial and will not be used towards graduation hours.
- The credit hours for a repeated course will not be counted more than once in meeting graduation requirements.

++The old GEC requirements apply to all undergraduate students admitted to the university and enrolled for any quarter prior to summer quarter 2007, and to transfer students admitted to the university for summer quarter 2007 through spring quarter 2008 who have earned 45 or more hours of transfer credit. The new GEC requirements apply to students beginning their careers as regularly enrolled college students summer quarter 2007 or later (some of these students may have earned more than 45 hours of transfer credit completed while they were enrolled in high school); and to transfer students admitted to the university for summer quarter 2007 or later who have earned fewer than 45 hours of transfer credit.
MARKETING

Marketing involves the conception, promotion, and physical distribution of good and services to satisfy the economic needs of society. While it is easy to visualize those employed in wholesale and retail establishments as engaged in marketing, employees of other firms primarily engaged in manufacturing and services also perform marketing functions. Marketing is an important area of activity in financial institutions, public utilities, and insurance and some not-for-profit organizations. Representing more than fifteen percent of all persons employed, marketing plays an ever-increasing role in our economy. Employment opportunities in any phase of marketing--advertising, selling, buying, financing, or merchandising--are varied, attractive, and limitless. An education in marketing is broadening and cultural, as well as specialized.

FIELDS: Marketing’s diversity is one of its many attractions to students and practitioners alike.

Sales and Customer Service - This field is possibly the most diverse and difficult to classify. Here, opportunities are available with manufacturers as well as wholesale and retail firms. One also might consider a wide range of products and customers since college graduates can be found selling products ranging from massive computer installations to women’s apparel. A career in sales or customer service affords a college graduate an almost infinite variety of duties as well as opportunity for promotion to managerial positions.

Product Development - Many companies have given managers and their subordinate’s major responsibility in the determination of customer needs, and the translation of these needs into a combination of goods and services designed to satisfy the demands of their market. In this area of marketing, people work closely with engineers, manufacturing executives, or others concerned with the product offerings of the firm.

Marketing Research - This field has grown rapidly in importance over the past decade. Specialists in this field gather, from a variety of sources, information needed by management relative to the marketing environment within which the firm operates, as well as data necessary for internal control.

Advertising and Sales Promotion - These areas are concerned with the employment of news media, such as television, radio, newspapers, magazines, and other devices, to present goods or services to the potential market and to supplement the work of the personal sales force by reducing initial buyer resistance. Careers in advertising may be pursued both within independent agencies as well as within advertising departments of manufacturing, wholesale, and retail firms.

Logistics Management – In Logistics Management, movement of raw materials and finished products throughout the economic system is the main goal of the occupation. Within the past five years this field has expanded greatly. Presently a career in logistics requires a greater degree of sophistication in mathematical and computer techniques than most others. A graduate who has majored in these areas can anticipate a ready market for his/her skills. It is anticipated that this market will grow rapidly over the next decade.

OUTLOOK: Excellent employment opportunities will be available in all of the above areas over the next decade. However, most starting positions are in the field of sales or in retail management. If the present trend continues, marketing, especially T&L, is expected to continue expanding at a faster rate than the manufacturing sector of the economy.

PREPARATION: Most employers prefer college graduates. High grades are considered important along with specific courses taken. Extracurricular college activities are often given considerable emphasis, as is part-time or summer employment. Generally, a Masters degree is preferred for marketing research.

QUALIFICATIONS: Most marketing positions require an outgoing personality, clarity of self-expression, and skill in the area of human relations. Employers stress such qualities as personal motivation, initiative, drive and creativity. A high degree of analytical ability combined with the ability to identify and solve problems is required in marketing research and logistics.

EARNINGS: Starting salaries are competitive and career earnings are very favorable, combining both industry stability and individual growth potential. The average starting salary for 2005-2006 for Fisher students in this major reporting to Fisher Career Services was $41,603. For Logistics Management the average 2005-2006 average starting salary for Fisher students reporting to Fisher Career Services was $44,905. Salaries for those with a Masters degree were correspondingly higher. For more specific salary information regarding location and job title, please check out Salary Wizard on Fisher Interview Trak and for national salary information; refer to the NACE quarterly Salary Survey, in the Resource Room in Fisher Career Services.

CAREER SERVICES: The Fisher College Career Services Office in 150 Gerlach Hall has numerous services to assist all students with their career needs including assistance with resume writing and interviewing, an active internship program, on-campus interviews, employment and employer resources, and career planning advice. Visit the office and the website at: http://fisher.osu.edu/career/ for more information. Additional information may be obtained from the American Marketing Association 322 South Riverside Plaza, Chicago, Illinois 60606.