

# MARKETING: SPORTS MARKETING AND REVENUE GENERATION, BSBA

## Degree Requirements

**Requirements for Students Matriculating in or before Academic Year 2025-2026.** Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

**Minimum Overall Grade Point Average: 2.50**

**Total Hours: 120**

Code	Title	Hours
<b>General Education Requirements</b>		
<i>English Composition</i>		
See Academic Regulation 3.5 ( <a href="http://catalog.okstate.edu/university-academic-regulations/#english-composition">http://catalog.okstate.edu/university-academic-regulations/#english-composition</a> )		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History &amp; Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Quantitative Thought &amp; Logical Reasoning (Q)</i>		
3 hours of MATH or STAT designated "Q"		
<i>Understanding Humanities-Human Heritage &amp; Cultures (H)</i>		
Courses designated (H)		
6		
<i>Reasoning in the Natural Sciences (N)</i>		
Must include one Laboratory-Based Inquiry (L) course		
Courses designated (N) with one (L)		
7		
<i>Exploring Society &amp; Human Behavior (S)</i>		
MGMT 3013	Fundamentals of Management (S) <sup>1,2</sup>	3
<i>Diversity (D)</i>		
Courses designated (D)		
3		
<i>Global Cultural Competency (G)</i>		
Courses designated (G)		
3		
<i>Additional General Education</i>		
Additional general education credit hours may be required to meet the total 40-hour minimum of general education credit if courses carry more than one general education designation and can be used to meet multiple general education designation hour requirements above.		
Courses designated (Q), (H), (N), (S), (D), (G), or (F).		
MSIS 2233	Business Analytics Fundamentals (Q) <sup>1</sup>	3
<b>Hours Subtotal</b>		<b>40</b>
<b>College/Departmental Requirements</b>		
UNIV 1111	First Year Seminar	1
BADM 2111	Career Planning for Business Success	1

BADM 3111	Professional Development for Business Success	1
<b>Hours Subtotal</b>		<b>3</b>
<b>Major Requirements</b>		
A minimum GPA of 2.00 is required for these 63 hours		
<i>Common Body</i> <sup>2</sup>		
ACCT 2003	Survey of Accounting <sup>3</sup>	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Principles of Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3213	Marketing (S)	3
MGMT 4513	Strategic Management	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3
<i>Marketing Major Requirements</i>		
A GPA of 2.00 is required in these 33 hours of Marketing Major Requirements		
18 of these 33 hours must be in residence at OSU		
MKTG 3323	Consumer and Market Behavior	3
MKTG 3653	Marketing Analytics	3
MKTG 4333	Marketing Research	3
MKTG 4683	Managerial Strategies in Marketing	3
or MKTG 4693	Marketing Strategy and Customer-Employee Interactions	
MKTG 3713	Sports Marketing	3
MKTG 4713	Advanced Sports Marketing (Advanced Sports Marketing)	3
MKTG 4813	Sports Sales and Revenue Generation (Sports Sales and Revenue Generation)	3
Select 3 hours from the following courses		3
MKTG 4123	Influencer Marketing	
MGMT 3943	Sports Management	
MKTG 3473	Professional Selling	
MKTG 4613	Content Marketing Strategy	
ECON 3723	The Economics of Sport	
MKTG 4993	Digital Marketing	
MKTG 4543	Social Media Strategies	
MKTG 3873	Marketing or International Business Internship	
Select an additional 9 hours of upper-division courses from any field in the Spears School of Business.		9
<b>Hours Subtotal</b>		<b>63</b>
<b>Electives</b>		
Select 14 hours <sup>3</sup>		14
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.		

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<b>Hours Subtotal</b>	<b>14</b>
<b>Total Hours</b>	<b>120</b>

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1

Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

2

MGMT 3013 Fundamentals of Management (S) is a common body requirement, but is counted in general education requirements.

3

If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

## Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be OSU delivered in residence or OSU online courses.
2. Forty-five hours of upper-division courses required.

## Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 or 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2031.