

**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) IN MARKETING – PROFESSIONAL SELLING  
(MAJOR CODE: 2144)**

	<b>Semester Offered</b>		
	<b>FA</b>	<b>SP</b>	<b>#SU</b>
<b>Business Support Courses.....6-9 hours</b>			
^ECON 2103 Principles of Microeconomics	X	X	X
^MATH 1513 College Algebra <b>OR</b> MATH 1533 Algebra for STEM (Prereq: Appropriate placement score) <b>OR</b> High School Algebra II (with a minimum grade of "C")	X X -	X X -	X - -
^MATH 2053 Math Analysis for Business (Prereq: MATH 1453 or MATH 1513 or MATH 1533 or High School Algebra II with a minimum grade of "C" or appropriate placement score)	X	X	X
<b>Marketing – Professional Selling.....66 hours</b>			
<b>Business Core Courses.....36 hours</b>			
^ACCT 2113 Accounting I	X	X	X
^ACCT 2133 Accounting II (Prereq: ACCT 2113)	X	X	X
^ECON 2173 Principles of Business Statistics (Prereq: MATH 2053 or concurrent with MATH 2053)	X	X	X
^ECON 2203 Principles of Macroeconomics	X	X	X
^MRKT 3013 Principles of Marketing (Prereq: 30 hours earned)	X	X	X
^MGMT 3103 Principles of Management (Prereq: 60 hours earned)	X	X	X
^LS 3113 Legal Environment of Business (Prereq: 60 hours earned)	X	X	X
^BCOM 3143 Business Communication (Prereq: ENG 1113 & ENG 1213)	X	X	X
^ISOM 3263 Management Information Systems (Prereq: 30 hours earned)	X	X	X
^ISOM 3313 Operations Management (Prereq: ECON 2173)	X	X	X
^ISOM 3323 Business Analytics (Prereq: ECON 2173)	X	X	X
^FIN 3563 Fund of Bus Finance (Prereq: ACCT 2113, ACCT 2133, ECON 2103, ECON 2173, ECON 2203, & MATH 2053)	X	X	X
<b>Capstone.....3 hours</b>			
^MGMT 4813 Strategic Management (Prereq: All business core courses)	X	X	X
<b>Marketing – Professional Selling Required Courses.....18 hours</b>			
MRKT 3123 Professional Selling <i>Note: Students are encouraged to take MRKT 3013 before MRKT 3123</i>	X	X	-
MRKT 4133 Advanced Professional Selling (Prereq: MRKT 3123)	X	X	-
MRKT 4143 Sales Forces Management (Prereq:MRKT 3013 <b>OR</b> MRKT 3123)	X	X	-
BCOM 4333 Negotiations (Prereq: BCOM 3143 <b>OR</b> MRKT 3123)	X	-	-
^MRKT 4353 Marketing Ethics (Prereq: MRKT 3013 <b>OR</b> MRKT 3123)	X	X	-
^MRKT 4813 Marketing Management (Prereq: 9 hours of marketing & senior standing)	X	X	X
<b>Marketing Electives (select 3 courses).....9 hours</b>			
MRKT 3313 Business Logistics (Prereq: MRKT 3013 <b>OR</b> MRKT 3123 <b>OR</b> instructor approval)	X	X	-
^MRKT 3443 Business to Business Marketing (Prereq: MRKT 3013 <b>OR</b> MRKT 3123)	X	X	X
^MRKT 4433 Purchasing and Materials Management (Prereq: MRKT 3013)	X	X	-
MRKT 4900 Practicum in Professional Selling <i>*Note: Requires Department Chair approval to enroll</i>	-	X	-
MRKT 4950 Internship (Sales) <i>*Note: Requires Department Chair approval to enroll</i>	X	X	X

# Summer class offerings are dependent upon funding and faculty availability.

^ Courses that currently are offered online.

Please Note: Students are encouraged to see their Advisor at least once per semester prior to enrollment. We typically enroll in April for Summer & Fall semesters and in November for the Spring semester.

Advisor: Jeremy Corley [jcorley@uco.edu](mailto:jcorley@uco.edu)

Department Chair: Dr. Stacia Wert-Gray [sgray@uco.edu](mailto:sgray@uco.edu)

Advisement Appointments: <https://cbadvisement.uco.edu/casamonline/>



**B.B.A. IN MARKETING – PROFESSIONAL SELLING  
SUGGESTED SCHEDULE 18-19**

COURSE	FALL (1)	15-16 HRS
ENG 1113	ENGLISH COMPOSITION	3
HIST	AMERICAN HISTORY (SEE DEGREE REQUIREMENT SHEET)	3
UNIV 1012	SUCCESS CENTRAL OR ELECTIVE LIFE SKILLS COURSE (2-3 HRS) (SEE DEGREE REQUIREMENT SHEET)	2
MATH 1513	COLLEGE ALGEBRA	3
BIO	LIFE SCIENCE REQUIREMENT * (SEE DEGREE REQUIREMENT SHEET)	4-5

COURSE	SPRING (2)	15-16 HRS
ENG 1213	ENGLISH COMPOSITION & RESEARCH	3
POL 1113	AMERICAN NATIONAL GOVERNMENT	3
	SOCIAL/BEHAVIORAL ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3
	CULTURAL AND LANGUAGE ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3-4
MATH 2053	MATH ANALYSIS FOR BUSINESS	3

COURSE	FALL (3)	15-17 HRS
ACCT 2113	ACCOUNTING I	3
ECON 2103	PRINCIPLES OF MICROECONOMICS	3
ECON 2173	PRINCIPLES OF BUSINESS STATISTICS	3
MCOM 1113	FUNDAMENTALS OF SPEECH	3
HLTH 1112	HEALTHY LIFE SKILLS	2
	FREE ELECTIVES	1-3

COURSE	SPRING (4)	15-16 HRS
ACCT 2133	ACCOUNTING II	3
ECON 2203	PRINCIPLES OF MACROECONOMICS	3
BCOM 3143	BUSINESS COMMUNICATION	3
MRKT 3013	PRINCIPLES OF MARKETING	3
	PHYSICAL SCIENCE * (SEE DEGREE REQUIREMENT SHEET)	3-4

COURSE	FALL (5)	16 HRS
MGMT 3103	PRINCIPLES OF MANAGEMENT	3
ISOM 3313	OPERATIONS MANAGEMENT	3
MRKT 3123	PROFESSIONAL SELLING	3
MRKT 4143	SALES FORCE MANAGEMENT	3
BCOM 4333	NEGOTIATIONS	3
	ELECTIVE LIFE SKILLS (SEE DEGREE REQUIREMENT SHEET)	1

COURSE	SPRING (6)	15 HRS
ISOM 3263	MANAGEMENT INFORMATION SYSTEMS	3
FIN 3563	FUNDAMENTALS OF BUSINESS FINANCE	3
MRKT 4133	ADVANCED PROFESSIONAL SELLING	3
MRKT 4353	MARKETING ETHICS	3
PHIL	CRITICAL INQUIRY (SEE DEGREE REQUIREMENT SHEET)	3

COURSE	FALL (7)	15 HRS
LS 3113	LEGAL ENVIRONMENT OF BUSINESS	3
ISOM 3323	BUSINESS ANALYTICS	3
	MARKETING ELECTIVE #1 (SEE DEGREE REQUIREMENT SHEET)	3
	MARKETING ELECTIVE #2 (SEE DEGREE REQUIREMENT SHEET)	3
HUM	AESTHETIC ANALYSIS (SEE DEGREE REQUIREMENT SHEET)	3

COURSE	SPRING (8)	15-16 HRS
MGMT 4813	STRATEGIC MANAGEMENT (CAPSTONE)	3
MRKT 4813	MARKETING MANAGEMENT	3
	MARKETING ELECTIVE #3 (SEE DEGREE REQUIREMENT SHEET)	3
	FREE ELECTIVES	6-7

\* One science course must include a lab.

GPA REQUIREMENTS: 2.25 Retention, UCO, Major, and Business Core (including Capstone).

Students may consider summer school to reduce regular semester load. Full-time is 12 hours during regular fall/spring semesters and 6 hours during the summer semester. Students are encouraged to take at least 31 hours per year to graduate in 4 years. Free electives are based on the 124 hour requirement and may vary based on university hour requirements (i.e., senior college, upper division, semester, residency).