

Carl Albert State College to Northeastern State University
Smart Choice 4-Year Plan of Study
Associate of Arts in Business Administration
Bachelor of Business Administration (Marketing)

When people hear the word **Marketing**, they automatically think of advertising and sales, but marketing is much more than that. Marketing starts with you. You're the consumer, and you have wants and needs. Marketing searches out consumer wants and needs in order to develop products that meet those needs. Then, and only then, do advertising and selling enter the picture, and that for the purpose of informing you, the consumer, about the product or service that can meet your needs or satisfy your wants. As an NSU marketing major, you will learn how to identify and solve marketing problems, make ethical marketing decisions--how to be an effective business leader in today's society.

Visit our web site <http://academics.nsuok.edu/businesstechnology/MKT.aspx>

Transferring to NSU is a seamless process. Although you can transfer to NSU at any time in your academic career, the smoothest transition occurs if you have earned or will earn an AA in Business Administration from CASC. This milestone will also meet your general education requirements at NSU (unless it is a specific NSU requirement for you to graduate). Within your AS, make sure you complete the following classes because they are admission requirements to the BBA program: ENGL 1113, ENGL 1213, MATH 1513, and CS 1103, all with a grade of "C" or better.

How do my CASC classes transfer to NSU? Every class that you have taken at CASC will transfer to NSU. Each class will count in one of the following categories that make up a bachelor's degree: general education, major, minor, or free elective. You probably already know about general education and major classes but minors and free electives are unique to bachelor's degrees. A minor is 18 hours from an academic area of your choice and it is designed to compliment your major. A minor is not necessary for the BBA degree, however, if you choose to pursue a minor your advisor will help you determine your minor and the classes you will take to complete it. Free electives are extremely flexible and can be selected from any academic area. They allow you to explore your academic interests outside of your major while counting toward the 124 hours you need to graduate. Most degree programs at NSU allow for some free electives. If you completed a class at CASC that does not meet one of the other specific requirements, it will count in this category, up to the first 64 hours. If you have completed more than 64 hours at the associate degree level, all courses will transfer to NSU, but only 64 hours will apply to your degree. This is because you must have 60 hours from a four-year institution to meet state requirements for graduation with a baccalaureate degree

For admission to the BBA Program, students must have completed (45) credit hours with a minimum GPA of 2.25. Included in these 45 hours must be ENGL 1113, ENGL 1213, and MATH 1513 with a grade of "C" or better as well as completing all required business courses with a "C" or better. Satisfactory completion of CS 1103 is also required. In addition ACCT 2103, ACCT 2203, ECON 2113 and ECON 2213 must be completed with a 2.25 average. Students failing to meet these admission requirements will be limited in the business classes they may take until all requirements are completed. Students in all CBT programs must read and sign the CBT Code of Conduct. The Code of Conduct may be found on the CBT web site. <http://academics.nsuok.edu/businesstechnology/CBTHome.aspx>

What it takes to complete a BBA from NSU. If you don't complete your AA at CASC, you will need to meet NSU's specific general education requirements. You must have at least 124 hours completed to earn a BBA. Of those hours, 60 must be from a university (4 year school), 40 must be junior and senior (3000/4000) level, 21 hours of the business core, including MGMT 4213, must be from NSU, and half of the hours in your major must be from NSU. You must also be both English and computer proficient. This means that you must pass English Comp I & II (ENGL 1113 & ENGL 1213) with a "C" or better and successfully complete Microcomputer Applications (CS 1103). Therefore, when you transfer to NSU, you will likely need to complete around 60 more hours in order to earn your BBA.

When can you start taking NSU classes? You can begin taking classes at NSU while you are completing your AA at CASC. This is called dual enrollment, many students do this each semester. Consult an NSU academic advisor and a financial aid counselor to see how dual enrollment can work for you.

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Freshman Year at CASC

Fall Semester	Spring Semester
ENG 1113 Freshman Comp I	ENG 1213 Freshman Comp II
HIST 1483 or 1493 U.S. History	ACCT 2103 Financial Accounting
CS 1103 Microcomputer applications	Gen Ed elective (2 hours)
MTH 1513 College Algebra	Humanities (3 hours)
ECON 2213 Microeconomics	Biological Science (4 hours)
ORI 1111 Freshman Orientation	Business Elective (1 hour)
Total Hours Per Semester 16	Total Hours Per Semester 16

Sophomore Year at CASC

Fall Semester	Spring Semester
ECON 2113 Macroeconomics	ACCT 2203 Managerial Acct
SPCH 1113 Intro to Speech Comm or SPCH 2223 Group Disc	MGT 2023 Principles of Mgmt
BUS 2113 Business Law I	Humanities (3 hours)
Physical Science (4hours)	BUS 2133 Business Communications
POS 1113 American Federal Government	BUS 2011 Business Capstone
	Health, PE & Rec (2 hours)
Total Hours Per Semester 16	Total Hours Per Semester 15

Junior Year at NSU

Fall Semester	Spring Semester
IS 3063 Principles of Info Systems	BADM 3963 Quantitative Methods
MATH 3513 or BADM 3933 Business Statistics	MGMT 3213 Supply Chain and Operations
MKT 3213 Principles of Marketing	MKT 3323 Consumer Behavior
Business Elective (3 hours 3/4000 level)	MKT 3253 Integrated Mkt Comm
Free Elective (3 hours)	Free Elective (3 hours)
Total Hours Per Semester 15	Total Hours Per Semester 15

Senior Year at NSU

Fall Semester	Spring Semester
MKT 4333 Mkt Research	MKT 4543 Mkt Mgmt
MKT Elective (3 hours 3/4000 level)	MKT electives (6 hours 3/4000 level)
FIN 3213 Principles of Finance	MGMT 4213 Business Policy
Free Electives (7 hours)	Free Electives (3 hours)
Total Hours Per Semester 16	Total Hours Per Semester 15

** 60 hours required from a 4 year institution
 ** 40 hours of 3/4000 level courses required
 ** 21 hours of the business core must be taken at NSU

** 30 hours required from NSU
 ** 50% of major must be taken at NSU
 *** MGMT 4213 Business Policy must be taken at NSU

Total hours transferred from Carl Albert State College: 63

Total hours needed to complete Bachelor of Business Administration in Marketing: 61

For further information, contact Dr. Anne Davey, Department Chair, 918-444-2924, davey@nsuok.edu

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