

MARKETING

GENERAL EDUCATION REQUIREMENTS:

Writing and Related Skills

COURSE	HRS	SEM/YR
English 1110.01* or 1110.02* or 1110.03*	3	
2 nd Writing Course (2367)	3	
*A grade of C or better is required in this course		

Quantitative and Logical Skills

Mathematics 1131* or 1151*	5	
Statistics 1430	4	
CSE 2111	3	
*A grade of C or better is required in this course		

Natural Sciences (Minimum 10 credit hours)

NOTE: 10 credit hours of Natural Sciences are required (2-3 courses). There must be at least one biological science course, one physical science course, and one course with a laboratory.

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

Social Sciences

Economics 2001.01	3	
Economics 2002.01	3	

Arts & Humanities

History	3	
Literature	3	
Visual & Performing Arts	3	
Cultures & Ideas or History or Foreign Language 1102.01	3-4	

Open Option (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.

(Course)	3	
(Course)	3	

Social Diversity

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

(Course)		
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Global Studies

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

(Course)		
(Course)		

GE Total Hours	50-62
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BUSINESS CORE REQUIREMENTS:

COURSE	TITLE	HRS	PREREQ to BUSMHR 4490	PREREQ to Specialization	SEM/YR
ACCTMIS 2200	Introduction to Accounting I	3		✓	
ACCTMIS 2300	Introduction to Accounting II	3		✓	
BUSOBA 2320	Decision Sciences: Statistical Techniques	3	✓	✓	
BUSOBA 2321	Business Analytics	1.5	✓	✓	

Admission to the Business major is required in order to enroll in courses listed below:

BUSMHR 2292	Business Skills & Environment	3	✓	✓	
BUSMHR 2000	Introduction to International Business	1.5	✓		
BUSFIN 3500	Legal Environment of Business	1.5	✓		
BUSML 3380	Logistics Management	1.5	✓		
BUSFIN 3220	Business Finance	3	✓		
BUSOBA 3230	Introduction to Operations Management	3	✓		
BUSML 3250**	Marketing Management	3	✓	✓	
BUSMHR 3200	Organizational Behavior	3	✓		
BUSMHR 4490	Strategic Management	3			

**Students admitted to Ohio State AU15 & beyond are required to earn a grade of C- or better in this course to graduate with the Marketing specialization.

Business Core Total Hours	33
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SPECIALIZATION REQUIREMENTS:

NOTE: Review prerequisites for specialization classes on back. Minimum 2.0 specialization GPA required to graduate.

REQUIRED COURSES	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	

Choose SIX (6) credit hours of Marketing electives from courses listed on back

(Courses)	6	
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Marketing Specialization Total Hours	16.5
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OTHER COURSES AND ELECTIVES:

NOTE: A minimum of 121 credit hours and a cumulative 2.0 overall GPA are required for the B.S.B.A. degree

COURSE	TITLE	HRS	SEM/YR
BUSADM 1100/1100H	College of Business Survey	1	
ELECTIVES	(Courses)	10.5- 21.5	

B.S.B.A. Total Hours Required	121
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PREREQUISITE STRUCTURE FOR MARKETING:

REQUIRED COURSES	TITLE	HRS	PREREQUISITES
BUSML 4201	Consumer Behavior	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3250
BUSML 4202	Marketing Research	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3250
BUSML 4203	Marketing Strategy	1.5	BUSML 4201; BUSML 4202
BUSML 4204	Marketing Projects	3	BUSML 4201; BUSML 4202

MARKETING ELECTIVES	TITLE	HRS	PREREQUISITES
BUSML 4210	Advanced Market Research	1.5	BUSML 4201; BUSML 4202
BUSML 4211	Market Analysis & Forecasting	1.5	BUSML 4201; BUSML 4202
BUSML 4212	Customer Relationship Management	1.5	BUSML 4201; BUSML 4202
BUSML 4222	Services Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4223	Foundations of Sales & Sales Management	3	BUSML 4201; BUSML 4202
BUSML 4230	Advertising Management	1.5	BUSML 4201; BUSML 4202
BUSML 4231	Promotional Strategy	1.5	BUSML 4201; BUSML 4202
BUSML 4232	Digital Marketing	3	BUSML 4201; BUSML 4202
BUSML 4233	Advertising & Promotional Strategy	3	BUSML 4201; BUSML 4202
BUSML 4240	New Product Management	1.5	BUSML 4201; BUSML 4202
BUSML 4241	Entrepreneurial Marketing	1.5	BUSML 4201; BUSML 4202
BUSML 4251	Retail Management	3	BUSML 4201; BUSML 4202 (3-CREDIT HRS BEGINNING SP22)
BUSML 4252	Social Marketing & Public Policy	1.5	BUSML 4201; BUSML 4202
BUSML 4253	Global Marketing	1.5	BUSML 3250 & BUSMHR 2292
BUSML 4254	International Marketing	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3250
BUSML 4255	Sustainability Marketing for Consumers, Firms and Society	3	BUSML 3250 or AEDECON 3102
BUSML 4256	Brand Management	3	BUSML 4201; BUSML 4202
BUSML 4258	eCommerce Digital Advertising	1.5	BUSML 3250; BUSML 4232 <i>or concurrent</i> or BUSML 4233 <i>or concurrent</i>
BUSML 4383*	Supply Chain Management	1.5	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 3380
BUSML 4382*	Logistics Analytics	3	BUSMHR 2292; ACCTMIS 2200; ACCTMIS 2300; BUSOBA 2320; BUSOBA 2321; BUSML 4380
BUSML 5389*	Logistics Decision Making	3	BUSML 4380; BUSML 4382 <i>or concurrent</i>

*Marketing students do not have priority for this class. Interested Marketing students must waitlist this class. Admission is not guaranteed.

The prerequisite structure for this specialization will require a minimum of two (2) semesters to complete.

It is the responsibility of the student to know the published policies governing the curriculum, as well as the regulations and procedures of the college and the university. For potential updates visit fisher.osu.edu or contact an Academic Advisor.

GRADUATION APPLICATION DEADLINES:

Students must submit a graduation application one year before their anticipated graduation date. Failure to submit an application by the deadline may result in a delay in graduation. Find specific deadline dates and apply online here: https://fisher.osu.edu/undergraduate/graduation	
Graduation Term	Application Deadline (one year prior to graduation)
Autumn	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Autumn semester one year prior to intended graduating semester
Spring	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Spring semester one year prior to intended graduating semester
Summer	To receive a graduating senior priority scheduling appointment for your final term: Apply by the end of Summer semester one year prior to intended graduating semester