

**Business Administration, B.A.  
Marketing Concentration  
2015-16 Catalog**

- Ottawa University (OU) will accept up to 80 hours of community college credit toward a degree. Any credit that **Kansas City Kansas Community College** applies toward its associate degree is accepted at OU up to a maximum of 80 credits.
- This degree qualifies for the Transfer Advantage program. This program reduces the cost per credit hour to \$275 for Associate degree graduates.
- In order to graduate from OU, a student must have 124 semester credits, 44 of which must be upper-division, and a minimum of 30 credits must be taken at OU.
- In order to graduate from OU, each student is required to complete at least 28 credits in the major, of which 12 credits must be upper-division courses from OU. Additionally, to graduate, students must complete eight credits in the Liberal Arts Core; six credits in each of the four breadth areas (see II below); and UNV 11000 Seminar for Significance.
- Credits taken as Activity and/or Skill building courses (i.e. typing, tennis, band, HVAC, etc.) will transfer as electives with a limit of four credit hours being accepted per activity.

<b>Ottawa University Requirements</b>	<b>KCKCC Substitutions</b>
<b>I. Liberal Arts Sequence</b>	
LAS 30012 Writing and Critical Thinking in the Liberal Arts	No substitutions – must be completed at OU
LAS 45012 Global Issues in the Liberal Arts	
UNV 11000 Seminar for Significance	
<b>II. Breadth Area Courses (6 credit hours in each area)</b>	
<b>Art/Expression (6 credit hours)</b> Examples: Performance Art, Foreign Language, Composition/Creative Writing, Speech, Communication, Music or Dance	
<b>Social/Civic (6 credit hours)</b> Examples: Anthropology, Psychology, Sociology, Political Science, Economics or History	
<b>Science/Description (6 credit hours)</b> Examples: Accounting, Math, Statistics, Natural Science, or Health and Nutrition	
<b>Value/Meaning (6 credit hours)</b> Examples: Literature, Theory of Art, Theory of Music, Ethics, Religion, Philosophy, or Critical Thinking	
<b>III. Required Foundation Courses</b>	
ACC 20364 Accounting for Business	BUSN 102 Accounting II

Operations	
ECO 20163 Macroeconomics	ECON 201 Principles of Macroeconomics
ECO 20263 Microeconomics	ECON 202 Principles of Microeconomics
MAT 20043 Discrete Mathematics <u>OR</u> MAT 10643 College Algebra <u>OR</u> MAT 20143 Business Math	No substitute MATH 105 College Algebra BUSN-0110 Business Math
OAD 30763 Business Statistics	MATH 115 Statistics
<b>IV. Required Major Courses</b>	
ACC 20464 Financing and Investing Activities	BUS 0101 Accounting I
MIS 20000 Informatics	No substitute
OAD 32563 Human Resource Administration	BUSN 0280 Human Resource Management
OAD 30563 Management	BUSN 0286 Principles of Management
OAD 31063 Business Law	BUSN 0204 Business Law I
OAD 31863 Marketing	BUSN 0113 Marketing
OAD 30013 Production Operation and Logistics	No substitute
OAD 41464 Project Management	No substitute
OAD 40063 Financial Administration	No substitute
OAD 49100 Strategies and Policies (Capstone Course)	No substitute
<b>V. Marketing Concentration Courses</b>	
OAD 41264 Marketing Research*	No substitute
<i>Select three (3) courses from options below</i> (a concentration requires a minimum of 4 courses and 12 upper division credits; at least 6 credits must be taken at Ottawa University):	
OAD 30010 E-Commerce	No substitute
OAD 40464 Selling: Personal Principles and Practices	No substitute
OAD 36964 Principles of Advertising <u>OR</u> OAD 40363 Advertising Strategies	BUSN 260 Principles of Advertising No substitute
OAD 39764 Public Relations Writing <u>OR</u> OAD 40563 Public Relations	No substitute No substitute
OAD 40764 International Marketing	No substitute
OAD 41364 Consumer Behavior	BUSN 263 Consumer Behavior

\*Required Concentration Course

This transfer guide is applicable to Ottawa University Adult Professional and Online programs only and is invalid if the requirements for this major and/or Bachelor's degree are revised.

It is the STUDENT'S RESPONSIBILITY to check for updates to all transfer information. This transfer program is provided as a service and is updated at least annually. Degree requirements at the four-year colleges are subject to change by those institutions.