OKLAHOMA STATE UNIVERSITY - OKLAHOMA CITY

BUSINESS ADMINISTRATION A.A.S.

Digital Marketing and E-Commerce Option

Associate in Applied Science

Degree Sheet *2026-2027 Catalog*

General Education Courses 18 Credit Hours			Credit Hours	Prerequisites
ENGL	1113	English Composition I	3	[R] [W]
Select One:			3	[R] [W]
ENGL	1213	English Composition II		ENGL 1113
ENGL	2333	Introduction to Technical Writing		ENGL 1113
SPCH	1113	Introduction to Speech Communication		[R] [W]
SPCH	2723	Interpersonal Communication (S)		[R] [W]
Select One:			3	[R] [W]
HIST	1483	U.S. History to 1865 (S)		
HIST	1493	U.S. History since 1865 (S)		
POLS	1113	American Government (S)	3	[R] [W]
ECON	2023	Introduction to Microeconomics (S)	3	[R] [W], ICSM 0113
Select any 3 credit hours of General Education courses (College-Level Math recommended)				
			3	Varies

Support and Related Courses 3 Credit Hours				
CIS	1503	Microcomputer Applications-MS Office	3	[R]

Technical Occupational Specialty 39 Credit Hours				
ACCT	2103	Financial Accounting	3	([R] [W] and ICSM 0113) or ACCT 1003
BUS	1523	Introduction to Business	3	[R]
BUS	2113	Business Communications	3	[R] [W]
MGMT	2103	Principles of Management	3	[R] [W]
MKT	1523	Introduction to Digital Marketing	3	[R]
MKT	2273	Principles of Marketing	3	[R] [W]
MKT	1533	Website Marketing	3	MKT 1523
MKT	2513	Social Media and Email Marketing	3	MKT 1523
MKT	2523	Digital Marketing Analytics	3	MKT 1523
MKT	2533	E-commerce	3	MKT 1523
MKT	2543	Marketing Capstone	3	MKT 1523 and one of MKT 1533, 2273, 2363, 2513, 2523, or 2533
Select 6 credit hours of any ACCT, BUS, ECON, MGMT, or MKT course				
			3	Varies
			3	Varies

Total to Graduate 60

ADDITIONAL GRADUATION REQUIREMENTS:

- 2.0 Graduation/Retention GPA
- 15 credit hours earned in residence at OSU-OKC
- Students must complete the prerequisite course with a grade of 'C' or better to advance to the next course in the required sequence

NOTES LEGEND:

[R] Reading Proficiency/Placement
[W] Writing Proficiency/Placement
[M] Math Proficiency/Placement
Learn more about proficiency requirements at https://osuokc.edu/proficiency.