

# TRULASKE COLLEGE OF BUSINESS

## Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning FALL 2008

### GENERAL PROGRAM REQUIREMENTS

A full list of available courses can be found at <http://generaleducation.missouri.edu>

STATE REQUIREMENT (3)  
IN GOV'T OR HISTORY

Bio, Phys, or \*Math Sciences (9 HOURS)  
(1 class must be a lab)

HUMANITIES (9 HOURS)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ELECTIVES (11 HOURS)

\_\_\_\_\_

\_\_\_\_\_

BEHAVIORAL and SOCIAL  
SCIENCES (9 HOURS)

Fulfilled by degree  
specific courses

\_\_\_\_\_

\_\_\_\_\_

**\* Math Sciences do not include Math/Stat courses used to fulfill other degree specific requirements.**



***One  
humanity  
or science  
must be  
2000-level  
or above.***

## MARKETING

### UPPER LEVEL ADMISSION COURSES (28 HOURS)

- |                              |                           |
|------------------------------|---------------------------|
| _____ Acct 2036 or 2136H (3) | _____ Math 1100 (3)*      |
| _____ Acct 2037 or 2137H (3) | _____ Math 1300 (3)-      |
| _____ Econ 1014 or 1024 (3)  | _____ Math 1320/1400 (3)- |
| _____ Econ 1015 (3)          | _____ Mgmt 1010 (1)       |
| _____ English 1000 (3)*      | _____ Stat 2500 (3)*      |

Econ 1051H meets the requirement of both Econ 1014 and 1015.  
\*Courses must be completed with a C- or better to fulfill requirement  
-Needs a C- in Math 1320/1400 or Math 1300  
*Complete Professional Development Program (PDP) requirements-See Advisor*

### REQUIRED CORE COURSES (21 HOURS)

- |   |                           |
|---|---------------------------|
| _____ Acct 2258 OR CS 1040 OR CS 1050 (3) | _____ Management 3000 (3) |
| _____ Economics 3229 (3)                  | _____ Management 3540 (3) |
| _____ Finance 3000 (3)                    | _____ Statistics 3500 (3) |
| _____ Marketing 3000 (3)                  |                           |

### REQUIRED MARKETING COURSES (12 HOURS)

- |   |
|---|
| _____ Mktg 4050 (3) (p – 3000; Stat 3500; jr. standing) |
| _____ Mktg 4000 (3) (p – 3000; jr standing)             |
| _____ BA 3500- PDP course (3)                           |
| _____ BA 4500-PDP Internship (3) (p – Mgmt 3500)        |

### ADDITIONAL MARKETING COURSES (12 HOURS)

- |   |  |
|---|--|
| _____ Mktg 4201 (3) (p – 3000; jr. standing; or instructor's consent) | _____ Mktg 4450 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4220 (3) (p – 3000; jr. standing)                          | _____ Mktg 4550 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4250 (3) (p – 3000; jr. standing)                          | _____ Mktg 4650 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4350 (3) (p – 3000; jr. standing)                          | _____ Mktg 4720 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4380 (3) (p – 3000; jr. standing)                          | _____ Mktg 4750 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4410 (3) (p – 3000; jr. standing)                          | _____ Mktg 4880 (3) (p – 3000; jr. standing)               |
| _____ Mktg 4420 (3) (p - 3000; jr. standing)                          | _____ *Mktg 3901, 3942, 3975, 3985, 4185, or 4940 (3)      |
| _____ Mktg 4440 (3) (p - 3000; jr. standing)                          | *Can only take one of these courses to fulfill Addit. MKTG |

### EMPHASIS SUPPORT COURSES (12 HOURS)

SELECTED WITH ACADEMIC ADVISOR. SEE BACK OF PAGE FOR OPTIONS. ONLY 6 HOURS FROM MARKETING CAN BE USED.

\_\_\_\_\_

\_\_\_\_\_



***Two Writing Intensive (WI) courses:***

***\* One in the College of Business:  
See your advisor***

\_\_\_\_\_ (3)

***\* One outside the College of Business:***

\_\_\_\_\_ (3)

### SENIOR CAPSTONE (3 HOURS)

\_\_\_\_\_ Mgmt 4970 (3) (p – Mgmt 3000, Mktg 3000, Fin 3000, sr. standing, admission to TCoB Upper Level, and 93 credit hours earned) Must receive C- or better

## TOTAL: 120 CREDIT HOURS

\*Must have a 2.5 TCoB GPA and 200 Professional Development Program points to graduate

## EMPHASIS SUPPORT COURSES - MARKETING

- **Any 2000+ courses in:** Astronomy, Biochemistry, Biological Engineering, Biological Sciences, Chemical Engineering, Chemistry, Civil & Environmental Engineering, Computer Science, Electrical & Computer Engineering, Geography, Industrial & Manufacturing Systems, Mathematics, Mechanical & Aerospace Engineering, Physics
- **Any 2300+ courses in:** Chinese, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Romance Languages, Russian, Spanish
- **Any 3000+ courses in:** Accountancy, Agricultural Economics, Anthropology, Communication, Economics, Food Science, Hotel & Restaurant Management, Philosophy, Psychology, Rural Sociology, Sociology, Statistics
- **Any 4000+ courses in:** Architectural Studies, Atmospheric Sciences, Black Studies, English, Environmental Studies, Finance, Fisheries & Wildlife, Forestry, History, Information Science & Learning Technologies, Interdisciplinary Studies, International Studies, Journalism, Linguistics, Management, Natural Resources, Parks Recreation & Tourism, Political Science, Religious Studies, Soil Science, Textile and Apparel Management, Women's & Gender Studies
- **Other 3000+ level courses** taken in fulfillment of requirements for an official minor or a dual major.
- **Any of the specific courses listed below.**
- **NOTE:** Only courses not used to fulfill other Marketing, College of Business, or General Education requirements (except some WI) qualify as professional electives.



**MANY CLASSES HAVE PREREQUISITES.  
CHECK YOUR CATALOG BEFORE REGISTERING.**

<input type="checkbox"/> CHINSE 2160 Chinese Conversation and Composition	<input type="checkbox"/> MRKTNG 3985 Problems in International Business*
<input type="checkbox"/> COMMUN 1200 Introduction to Speech Communication	<input type="checkbox"/> MRKTNG 4185 Problems in Marketing*
<input type="checkbox"/> ENGLSH 2030 Professional Writing	<input type="checkbox"/> MRKTNG 4940 Marketing Practicum*
<input type="checkbox"/> FRENCH 2100 Elementary French III	<input type="checkbox"/> PHIL 2420 Ethical Issues in Business
<input type="checkbox"/> FRENCH 2160 Intermediate French Composition and Conversation	<input type="checkbox"/> PHIL 2600 Rational Decisions
<input type="checkbox"/> GERMAN 2100 Elementary German III	<input type="checkbox"/> PHIL 2700 Mathematical Logic
<input type="checkbox"/> GERMAN 2160 German Conversation and Composition I	<input type="checkbox"/> POL SC 2700 Comparative Political Systems
<input type="checkbox"/> HIST 3820 Twentieth Century China	<input type="checkbox"/> POL SC 2800 Introduction to Political Theory
<input type="checkbox"/> ITAL 2160 Intermediate Composition and Conversation	<input type="checkbox"/> PORT 2160 Intermediate Portuguese
<input type="checkbox"/> JAPNSE 2160 Japanese Conversation and Composition	<input type="checkbox"/> PSYCH 2310 Social Psychology
<input type="checkbox"/> MATH 1360 Geometric Concepts	<input type="checkbox"/> PSYCH 2320 Introduction to Personality
<input type="checkbox"/> MATH 1700 Calculus II	<input type="checkbox"/> RUSS 2130 Second-Year Russian I
<input type="checkbox"/> MATH 1800 Introduction to Analysis I	<input type="checkbox"/> RUSS 2160 Second-Year Russian II
<input type="checkbox"/> MRKTNG 3901 Special Topics in Marketing*	<input type="checkbox"/> SAST 3130 Advanced Hindi Reading I
<input type="checkbox"/> MRKTNG 3942 International Business Internship*	<input type="checkbox"/> SAST 3160 Advanced Hindi Reading II
<input type="checkbox"/> MRKTNG 3975 Current Issues in International Marketing*	<input type="checkbox"/> SPAN 2100 Elementary Spanish III
	<input type="checkbox"/> SPAN 2160 Intermediate Spanish Composition and Conversation

**\*A maximum of six credits from these six courses can be counted towards emphasis support courses.**

### Keep in Mind . . .

Each class can only fulfill one requirement, except the WI requirement and the 2000+ level class in a humanity or science.

For Example:

Math 1300 cannot count as both a "General Education" course and as an "Upper Level Admission" course.

BUT . . .

German 2310 WI can count as both as a humanity, a writing intensive course (outside the College of Business), and fulfill the 2000+ level humanity/science requirement.

**Trulaske College of Business Undergraduate Programs Office, 111 Cornell Hall**