

TRULASKE COLLEGE OF BUSINESS

Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning FALL 2005

GENERAL PROGRAM REQUIREMENTS

A full list of available courses can be found at

<http://generaleducation.missouri.edu/about/distribution.html#courses> (select **Distribution of Content List**)

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 (14-19 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)

_____ Accy 2036 or 2136H (3)	_____ Math 1100 (3)*
_____ Accy 2037 or 2137H (3)	_____ Math 1300 (3)-
_____ Econ 1014 or 1024 (3)	_____ Math 1320 (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 or Math 1300

REQUIRED CORE COURSES (21 HOURS)

_____ Accy 2258 OR CS 1040 OR CS 1050 (3)	_____ Mgmt 3000 (3)
_____ Econ 3229 OR Econ 3251 (3)	_____ Mgmt 3540 (3)
_____ Finan 3000 (3)	_____ Stat 3500 (3)
_____ Mktg 3000 (3)	

REQUIRED MARKETING COURSES (6 HOURS)

_____ Mktg 4050 (3) (p – 3000; Stat 3500; jr. standing)
_____ Mktg 4000 (3) (p – 3000; jr standing)

ADDITIONAL MARKETING COURSES (12 HOURS)

_____ Mktg 4201 (3) (p – 3000; jr. standing; or instructor's consent)	_____ Mktg 4550 (3) (p – 3000; jr. standing)
_____ Mktg 4220 (3) (p – 3000; jr. standing)	_____ Mktg 4650 (3) (p – 3000; jr. standing)
_____ Mktg 4250 (3) (p – 3000; jr. standing)	_____ Mktg 4720 (3) (p – 3000; jr. standing)
_____ Mktg 4350 (3) (p – 3000; jr. standing)	_____ Mktg 4750 (3) (p – 3000; jr. standing)
_____ Mktg 4380 (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 4450 (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 CoB Upper Level, and 93 credit hours earned) Must receive C- or better

TOTAL: 120 CREDIT HOURS

EMPHASIS SUPPORT COURSES - MARKETING

- **Any 2000+ courses in:** Astronomy, Biochemistry, Biological Engineering, Biological Studies, 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.**

CHINSE 2160 Chinese Conversation and Composition
 COMMUN 1200 Introduction to Speech Communication
 ENGLSH 2030 Professional Writing
 FRENCH 2100 Elementary French III
 FRENCH 2160 Intermediate French Composition and Conversation
 GERMAN 2100 Elementary German III
 GERMAN 2160 German Conversation and Composition I
 HIST 3820 Twentieth Century China
 ITAL 2160 Intermediate Composition and Conversation
 JAPNSE 2160 Japanese Conversation and Composition
 MATH 1360 Geometric Concepts
 MATH 1700 Calculus II
 MATH 1800 Introduction to Analysis I
 MRKTNG 3942 International Business Internship*
 MRKTNG 3985 Problems in International Business*
 MRKTNG 4185 Problems in Marketing*

MRKTNG 4940 Marketing Practicum*
 PHIL 2420 Ethical Issues in Business
 PHIL 2600 Rational Decisions
 PHIL 2700 Mathematical Logic
 POL SC 2700 Comparative Political Systems
 POL SC 2800 Introduction to Political Theory
 PORT 2160 Intermediate Portuguese
 PORT 2170 Portuguese Conversation
 PSYCH 2310 Social Psychology
 PSYCH 2320 Introduction to Personality
 RUSS 2130 Second-Year Russian I
 RUSS 2160 Second-Year Russian II
 SAST 3130 Advanced Hindi Reading I
 SAST 3160 Advanced Hindi Reading II
 SPAN 2100 Elementary Spanish III
 SPAN 2160 Intermediate Spanish Composition and Conversation

*A maximum of six credits from these four 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