

TRULASKE COLLEGE OF BUSINESS - MARKETING

Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning SUMMER 2018

GENERAL EDUCATION REQUIREMENTS

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

STATE REQUIREMENT (3)
IN GOV'T OR HISTORY

BIO OR PHYS LAB SCIENCE (1)+

HUMANITIES & FINE ARTS (9)+

ELECTIVES (Varies based on coursework)

BEHAVIORAL and SOCIAL SCIENCE (9)
Fulfilled by BSBA Econ/Mktg courses

____ Depth of Knowledge Fulfilled

MATH SCIENCES (9)
Fulfilled by BSBA Math/Stat courses

HL: _____

UPPER LEVEL ADMISSION REQUIREMENTS (34 HRS)-All courses are 3 credit hours unless otherwise noted

_____ Accountancy 2036 or 2136H
_____ Accountancy 2037 or 2137H
_____ Accountancy 2258
_____ Economics 1014 or 1024
_____ Economics 1015
_____ English 1000**

_____ BA 1500 (2)
_____ BA 2500 (2)
_____ Math 1100**
_____ Math 1300-
_____ Math 1400-
_____ Statistics 2500**

Econ 1051H meets the requirement of both Econ 1014 and 1015
**Courses must be completed with a C- or higher to fulfill requirement
-Must earn C- or higher in Math 1400 or 1300
Complete Professional Development Program (PDP) requirements
Minimum 2.6 UM GPA to apply to Upper Level

HL: _____

REQUIRED BUSINESS CORE COURSES (21 HRS)

_____ Economics 3229
_____ Finance 3000
_____ Marketing 3000
_____ Management 3000
_____ Management 3300
_____ Management 3540
_____ Stat 3500
HL: _____

REQUIRED MARKETING COURSES (11 HOURS)

_____ Mktg 4050 (3) (p - 3000; Stat 3500; Jr. standing)
_____ Mktg 4000 (3) (p - 3000; Acct. 2258; Jr. standing)
_____ BA 3500 - PDP course (2) Must earn a C- or higher
_____ BA 4500 - PDP Internship (3) (p - BA 3500) HL: _____

ADDITIONAL MARKETING COURSES (12 HOURS)

_____ Mktg 3410 (3) (co - 3000)
_____ Mktg 4201 (3) (p - 3000; Jr.; or instructor's consent)
_____ Mktg 4220 (3) (p - 3000)
_____ Mktg 4250 (3) (p - 3000)
_____ Mktg 4350 (3) (p - 3000; Jr. standing)
_____ Mktg 4380 (3) (p - 3000; Jr. standing)
_____ Mktg 4410 (3) (p - 3000)
_____ Mktg 4420 (3) (p - 3000)
_____ Mktg 4430 (3) (p - 3000)

_____ Mktg 4440 (3) (p - 3000)
_____ Mktg 4450 (3) (p - 3000; Jr. standing)
_____ Mktg 4550 (3) (p - 3000)
_____ Mktg 4650 (3) (p - 3000)
_____ Mktg 4720 (3) (p - 3000)
_____ Mktg 4880 (3) (p - 3000; Jr. standing)
_____ Mktg 3901, 3942, 3975, 3985, 4185, or 4940* (3)

*Only one may be used to fulfill Addit. MKTG requirement

HL: _____

EMPHASIS SUPPORT COURSES (12 HOURS)

Select with academic advisor. See back for class options.

HL: _____

TWO WRITING INTENSIVE (WI) COURSES C- or higher

Outside the College WI _____ (3)

College of Business WI _____ (3)

HL: _____

SENIOR CAPSTONE

_____ Mgmt 4970 (3) (p - Mgmt 3000, Mktg 3000, Fin 3000, Senior standing, admission to TCoB Upper Level, and 93 credit hours earned) Must earn a C- or higher.

HL: _____

Total: 120 Credit Hours

Must have a 2.5 Trulaske College of Business GPA and complete Professional Development Program requirements to graduate

Can only transfer in 6 hours of Upper Level Business Courses

Trulaske College of Business Undergraduate Advising Office, 111 Cornell Hall

01/07/2019

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 Business Management, Anthropology, Communication, Economics*, Food Science, Hospitality Management, 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 Technology, Information Science and Learning Tech, Interdisciplinary Studies, International Studies, Journalism, Linguistics, 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 Emphasis Support.

MANY CLASSES HAVE PREREQUISITES. CHECK YOUR CATALOG BEFORE REGISTERING.

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

* If not used for Required Courses

**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 General Education requirements. This includes the Depth of Knowledge requirement in a humanity/science and the Writing Intensive requirement.

For Example:

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