

**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	_____ BA 1500 (2)	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
_____ Accountancy 2037 or 2137H	_____ BA 2500 (2)	
_____ Accountancy 2258	_____ Math 1100**	
_____ Economics 1014 or 1024	_____ Math 1300-	
_____ Economics 1015	_____ Math 1400-	
_____ English 1000**	_____ Statistics 2500**	

HL: \_\_\_\_\_

**REQUIRED BUSINESS CORE COURSES (21 HRS)**

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

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 4650 (3) (p – 3000)
_____ Mktg 3510 (3) (p – 3000)	_____ Mktg 4720 (3) (p – 3000)
_____ Mktg 4201 (3) (p – 3000; Jr.; or instructor's consent)	_____ Mktg 4880 (3) (p – 3000; Jr. standing)
_____ Mktg 4220 (3) (p – 3000)	_____ Mktg 4890 (3) (p – 3000)
_____ Mktg 4250 (3) (p – 3000)	_____ Mktg 4900 (3) (p – ACCTCY 2258, MRKTING 3000, STAT 3500)
_____ Mktg 4420 (3) (p – 3000)	_____ Mktg 4910 (3) (p – 3000)
_____ Mktg 4430 (3) (p – 3000)	_____ Mktg 4920 (3) (p – ACCTCY 2258)
_____ Mktg 4440 (3) (p – 3000)	_____ Mktg 4930 (3) (p – ACCTCY 2258, MRKTING 3000, STAT 3500)
_____ Mktg 4510 (3) (p – 3000)	_____ Mktg 4950 (3) (p – ACCTCY 2258, MRKTING 3000, STAT 3500)
_____ Mktg 4550 (3) (p – 3000)	_____ 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  
 5/12/2020

## 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\*, Marketing\*, 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.