

TRULASKE COLLEGE OF BUSINESS - MARKETING

Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning SUMMER 2021

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 EDGE requirements
Minimum 2.6 UM GPA to apply to Upper Level

HL: _____

REQUIRED BUSINESS CORE COURSES (18 HRS)

_____ Econ 3229 or 3251
_____ Finance 3000
_____ Marketing 3000
_____ Management 3000W or 3000

_____ Management 3300
_____ Management 3540

HL: _____

REQUIRED MARKETING COURSES (11 HOURS)

_____ Mktg 4050 (3) (p - 3000; 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)

HL: _____

ADDITIONAL MARKETING COURSES (15 HOURS)

_____ Mktg 3410 (3) (co - 3000)
_____ Mktg 3510 (3) (p - 3000)
_____ Mktg 4201 (3) (p - 3000; Jr.; or instructor's consent)
_____ Mktg 4220 (3) (p - 3000)
_____ Mktg 4250 (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 4510 (3) (p - 3000)

_____ Mktg 4550 (3) (p - 3000)
_____ Mktg 4650 (3) (p - 3000)
_____ Mktg 4720 (3) (p - 3000)
_____ Mktg 4880 (3) (p - 3000; Jr. standing)
_____ Mktg 4890 (3) (p - STAT 3500)
_____ Mktg 4900 (3) (p - ACCTCY 2258, MRKTNG 3000)
_____ Mktg 4910 (3) (p - 3000)
_____ Mktg 4920 (3) (p - ACCTCY 2258)
_____ Mktg 4930 (3) (p - ACCTCY 2258, MRKTNG 3000)
_____ Mktg 4950 (3) (p - ACCTCY 2258, MRKTNG 3000)

_____ Mktg 3901,
3975, 3985,
4185*

*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 Trulaske EDGE (Professional Development Program) requirements to graduate
Can only transfer in 6 hours of Upper Level Business Courses

For a full list of course options to fulfill specific degree requirements, see <http://catalog.missouri.edu>

Trulaske College of Business Undergraduate Advising Office, 111 Cornell Hall
Updated 04/27/2021

EMPHASIS SUPPORT COURSES – MARKETING

- Any 3000/4000+ level courses in: Accountancy*, Economics*, Finance *, Management*, or Marketing*
- Other 3000/4000+ level courses taken in fulfillment of requirements for an official certificate, minor or a dual major.

** If not used for Required 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.

MANY CLASSES HAVE PREREQUISITES. CHECK YOUR CATALOG BEFORE REGISTERING.