

# TRULASKE COLLEGE OF BUSINESS- MARKETING

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

Student Name: \_\_\_\_\_ Student ID Number: \_\_\_\_\_

**GENERAL EDUCATION REQUIREMENTS-** Full list available 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 & SOCIAL SCIENCE (9) Fulfilled by BSBA ECONOM/MRKTG courses _____	MATH SCIENCE (9) Fulfilled by BSBA Math/STAT courses _____
---	---	---

**DEPTH of KNOWLEDGE FULFILLED** \_\_\_\_\_ Hours Left

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

____ ACCTCY 2036 or 2136H ____ ACCTCY 2037 or 2137H ____ ACCTCY 2258 ____ BA 1500 (2) ____ BA 2500 (2) ____ ECONOM 1014 or 1024	____ ECONOM 1015 ____ ENGLISH 1000** ____ MATH 1100** ____ MATH 1400- ____ MATH 1300- ____ STAT 2500** _____ Hours Left
--	---

\*\* Courses must be completed with a C- or higher to fulfill requirement

- Must earn C- or higher in Math 1400 or 1300
- Minimum 2.6 UM GPA and 70 EDGE points to apply to Upper-Level
- Econ 1051H meets the requirement of both Econ 1014 and 1015

**REQUIRED BUSINESS CORE COURSES (18 HRS)**

____ ECONOM 3229 or 3251 ____ FINANC 3000 ____ MGMT 3000W ____ MGMT 3300	____ MGMT 3540 ____ MRKTNG 3000 _____ Hours Left
---	--

**REQUIRED MARKETING COURSES (11 HRS)**

____ MRKTNG 4000 (3) p: 3000, Acct 2036 ____ MRKTNG 4050 (3) p: 3000, Stat 2500	____ BA 3500 (2) (C- or above) ____ BA 4500 (3) Internship _____ Hours Left
--	---

**ADDITIONAL MARKETING COURSES (15 HOURS)**

____ MRKTNG 3410 (3) co: 3000 ____ MRKTNG 3510 (3) co: 3000 ____ MRKTNG 4201 (3) p: 3000 or instructor's consent ____ MRKTNG 4220 (3) p: 3000 ____ MRKTNG 4250 (3) p: 3000 ____ MRKTNG 4420 (3) p: 3000 ____ MRKTNG 4430 (3) p: 3410 ____ MRKTNG 4440 (3) p: 3000 ____ MRKTNG 4510 (3) co: 3000 ____ MRKTNG 4550 (3) p: 3000 ____ MRKTNG 4650 (3) p: 3000	____ MRKTNG 4660 (3) p: 3000 ____ MRKTNG 4670 (3) p: 3000 ____ MRKTNG 4680 (3) p: 3000 ____ MRKTNG 4720 (3) p: 3000 ____ MRKTNG 4880 (3) p: 3000 ____ MRKTNG 4890 (3) p: STAT 3500 ____ MRKTNG 4900 (3) p: 3000, ACCTCY 2258, STAT 2500 ____ MRKTNG 4910 (3) p: 3000, ACCTCY 2258, STAT 2500 ____ MRKTNG 4920 (1) p: ACCTCY 2258 ____ MRKTNG 4930 (3) p: 3000, ACCTCY 2258, STAT 2500 ____ MRKTNG 4950 (3) p: 3000, ACCTCY 2258, STAT 2500 ____ MRKTNG 3901, 3975, 3985, 4185* _____ Hours Left
---	---

\*Only one may be used to fulfill additional MRKTNG requirement

**EMPHASIS SUPPORT COURSES (12 HOURS)**

Select with academic advisor.  
See back for class options.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_ Hours Left

**TWO WRITING INTENSIVE (WI) COURSES**

Must earn C- or above

Outside the College WI \_\_\_\_\_ (3)  
 College of Business WI \_\_\_\_\_ (3)  
 \_\_\_\_\_ Hours Left

**SENIOR CAPSTONE**

\_\_\_\_ MGMT 4970 (3)  
 C- or above. p: MGMT 3000, MRKTNG 3000, FINANC 3000, Senior standing, admission to TCoB UL, 93 CH earned  
 \_\_\_\_\_ Hours Left

## Total: 120 Credit Hours

Must have a 2.5 Trulaske College of Business GPA and completed 200 EDGE points to graduate  
 Can only transfer in 6 hours of Upper-Level Business Courses  
 Trulaske College of Business Undergraduate Advising Office, 111 Cornell Hall

## EMPHASIS SUPPORT COURSES - MARKETING

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

***\*If not used for required courses***

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.

## CERTIFICATES IN MARKETING

<b>Sales and Customer Development Certificate</b>	<b>Marketing Analytics Certificate</b>
<p>The Certificate in Sales and Customer Development prepares undergraduate students for careers in the highly professional and dynamic field of sales. Through the certificate's required coursework and internship, students gain vital skills as well as knowledge of current best practices in the sales profession and sales management. This certificate will serve as tangible evidence of a strong background in sales for potential employers.</p> <p><a href="#">Click Here for Course Requirements</a></p>	<p>The demand for graduates with analytical skills in marketing is extremely high. The Undergraduate Certificate in Marketing Analytics enables students to acquire data analysis and data management skills and help them apply those skills to solve marketing problems. This certificate program is ideal for students who enjoy working with numbers and love learning new software skills for business.</p> <p><a href="#">Click Here for Course Requirements</a></p>

- For a full list of course options to fulfill specific degree requirements, see <http://catalog.missouri.edu>.
- For a full list of undergraduate certificates and minors offered by the College of Business, please [click here](#).

***\*\*Disclaimer: Please always check with your assigned academic advisor on how courses will meet degree requirements.***