

TRULASKE COLLEGE OF BUSINESS- MARKETING

Bachelor of Science in Business Administration - Emphasis in MARKETING (MRKTNG) beginning SUMMER 2019

Student Name: _____ Student ID Number: _____

GENERAL EDUCATION REQUIREMENTS- Full list available at <http://generaleducation.missouri.edu/courses/>

STATE REQUIREMENT (3)	BIO OR PHYS LAB SCIENCE (1) + _____	HUMANITIES & FINE ARTS (9) _____
_____	_____	_____
_____	_____	_____

ELECTIVES Varies based on coursework _____ _____	BEHAVIORAL & SOCIAL SCIENCE (9) Fulfilled by BSBA Econ/Mktg courses	MATH SCIENCE (9) Fulfilled by BSBA Math/Stat courses
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DEPTH of KNOWLEDGE FULFILLED _____ Hours Left

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

_____ ACCTCY 2036 or 2026 or 2136H _____ ACCTCY 2037 or 2027 or 2137H _____ ACCTCY 2258 _____ BA 1500 (2) _____ BA 2500 (2) _____ ECONOM 1014 [^]	_____ ECONOM 1015 [^] _____ ENGLISH 1000** _____ MATH 1100** _____ MATH 1400- _____ MATH 1300- _____ STAT 2500**
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** Courses must be completed with a C- or higher to fulfill requirement
 - Must earn C- or higher in Math 1400 or 1300
[^] Econ 1051H meets the requirement of both Econ 1014 and 1015

_____ Hours Left

REQUIRED BUSINESS CORE COURSES (21 HRS)

_____ ECONOM 3229 or 3251 _____ FINANC 3000 _____ MGMT 3000W** _____ MGMT 3300	_____ MGMT 3540 _____ MRKTNG 3000 _____ STAT 3500
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_____ Hours Left

REQUIRED MARKETING COURSES (11 HRS)

_____ MRKTNG 4000 (3) p: 3000, Acct 2036 _____ MRKTNG 4050 (3) p: 3000, Stat 2500	_____ BA 3500 (2)** _____ BA 4500 (3) Internship (S/U Grading)
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_____ Hours Left

ADDITIONAL MARKETING COURSES (12 HOURS)

_____ MRKTNG 3410 (3) co: 3000 _____ MRKTNG 3510 (3) co: 3000 _____ MRKTNG 3900 (3) p: 3000 _____ MRKTNG 4201 (3) p: 3000 / instructor's consent _____ MRKTNG 4220 (3) p: 3000 _____ MRKTNG 4250 (3) p: 3000 _____ MRKTNG 4420 (3) p: 3000 _____ MRKTNG 4430 (3) p: 3410 & 4420 _____ MRKTNG 4440 (3) p: 3000 _____ MRKTNG 4510 (3) p/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 4800 (3) p: 3000; consent required _____ MRKTNG 4880 (3) p: 3000 _____ MRKTNG 4890 (3) p: STAT 2500 _____ MRKTNG 4900 (3) p: 3000, ACCTCY 2258, STAT 2500 _____ MRKTNG 4910 (3) p: MRKTNG 4900, 3000, ACCTCY 2258, & STAT 2500 _____ MRKTNG 4920 (1) p: ACCTCY 2258 _____ MRKTNG 4930 (3) p: 3000, ACCTCY 2258, & STAT 2500 _____ MRKTNG 4940 (1-3) p: permission required; internship course _____ MRKTNG 4950 (3) p: MRKTNG 4900, 3000, ACCTCY 2258, & STAT 2500 _____ MRKTNG 3901, 3975, 3985, 4185*
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*Only one may be used to fulfill additional MRKTNG requirement
 _____ Hours Left

EMPHASIS SUPPORT COURSES (12 HOURS) Select with academic advisor. See back for class options.

 _____ Hours Left

TWO WRITING INTENSIVE (WI) COURSES

Outside the College WI**
 _____ (3)
 College of Business WI**
 _____ (3)
 _____ Hours Left

SENIOR CAPSTONE

_____ MGMT 4970 (3)**
 p: MGMT 3000, MRKTNG 3000, FINANC 3000, admission to TCoB UL, 102 CH earned
 _____ Hours Left

Total: 120 Credit Hours

Must have a 2.5 cumulative TCoB GPA (this is any Accounting, Business Administration, Economics, Finance, Management, or Marketing course) AND complete 200 EDGE points to graduate
 Can only transfer in 6 hours of 3000-4000 lvl 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

Sales and Customer Development Certificate	Marketing Analytics Certificate	Digital Marketing Certificate
<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 style="text-align: center;">Click Here for Course Requirements</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 style="text-align: center;">Click Here for Course Requirements</p>	<p>The purpose of this Digital Marketing Certification program is to train students in how to create integrated, targeted, and measurable marketing strategies. This certificate will teach students how to understand and develop the digital customer experience, including campaign development, user acquisition, digital advertising, content marketing, digital analytics, retention strategy, SEO, optimization and more. Learners will gain real-world experience using popular tools and digital marketing industry technologies such as Google Ads, Google Analytics, Facebook Ads Manager, Wix, HubSpot, Hootsuite, Adobe Spark, Blogger, MailChimp, and WordPress.</p> <p style="text-align: center;">Click Here for Course Requirements</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.**