

# 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)	BIO OR PHYS LAB SCIENCE (1) +	HUMANITIES & FINE ARTS (9)
_____	_____	_____
_____	_____	_____

ELECTIVES Varies based on coursework	BEHAVIORAL & SOCIAL SCIENCE (9)	MATH SCIENCE (9)
_____	Fulfilled by BSBA ECONOM/MRKTG courses	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 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** _____Hours Left
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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

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

_____ECONOM 3229 or 3251 _____FINANC 3000 _____MGMT 3000W** _____MGMT 3300	_____MGMT 3540 _____MRKTNG 3000 _____Hours Left
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**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) _____Hours Left
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**ADDITIONAL MARKETING COURSES (15 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* *Only one may be used to fulfill additional MRKTNG requirement _____Hours Left
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**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**

<b>Sales and Customer Development Certificate</b>	<b>Marketing Analytics Certificate</b>	<b>Digital Marketing 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 style="text-align: center;"><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 style="text-align: center;"><a href="#">Click Here for Course Requirements</a></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;"><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.***