

# TRULASKE COLLEGE OF BUSINESS- MARKETING

Bachelor of Science in Business Administration - Emphasis in MARKETING beginning SUMMER 2023

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 (33 HRS) - All courses are 3 credit hours unless otherwise noted**

_____ ACCTCY 2036 or 2026 or 2136H	_____ ENGLISH 1000**
_____ ACCTCY 2037 or 2027 or 2137H	_____ MATH 1100**
_____ ACCTCY 2258	_____ MATH 1400-
_____ BA 1500	_____ MATH 1300-
_____ ECONOM 1014^	_____ STAT 2500**
_____ ECONOM 1015^	

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

\*\* 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	_____ MGMT 3540
_____ FINANC 3000	_____ MRKTNG 3000
_____ MGMT 3000W**	
_____ MGMT 3300	

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

**REQUIRED MARKETING COURSES (12 HRS)**

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

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

**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
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\_\_\_\_\_ 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

**Tulaske 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.***