TRULASKE COLLEGE OF BUSINESS - MARKETING
Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning FALL 2008

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, PHYS, or *MATH SCIENCES (9) 
(1 class must be lab) +

HUMANITIES & FINE ARTS (9) +

ELECTIVES (11)

BEHAVIORAL and SOCIAL SCIENCE (9) 
Fulfilled by BSBA courses

*Math Sciences do not include Math/Stat courses used to fulfill other degree specific requirements

REQUIRED MARKETING COURSES (12 HOURS)

_____ Mktg 4050 (3) (p – 3000; Stat 3500; Jr. standing)
_____ Mktg 4000 (3) (p – 3000; Acct. 2258; Jr. standing)
_____ BA 3500 – PDP course (3) Must earn a C- or higher
_____ BA 4500 – PDP Internship (3) (p – BA 3500) HL:

ADDITIONAL MARKETING COURSES (12 HOURS)

_____ Mktg 3410 (3) (co – 3000)
_____ Mktg 4410 (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 4460 (3) (p – 3000)
_____ Mktg 4550 (3) (p – 3000)
_____ Mktg 4720 (3) (p – 3000)
_____ Mktg 4780 (3) (p – 3000; J r. standing)
_____ Mktg 4880 (3) (p – 3000)
_____ Mktg 3901, 3942, 3975, 3985, 4185, or 4940* (3)

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

TWO WRITING INTENSIVE (WI) COURSES C- or higher

College of Business WI ___________________________ (3)
Outside the College WI ___________________________ (3)

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.

TWO WRITING INTENSIVE (WI) COURSES C- or higher

College of Business WI ___________________________ (3)
Outside the College WI ___________________________ (3)

REQUIRED CORE COURSES

- All courses are 3 credit hours unless otherwise noted

Accy 2258 / IT1040 / CS 1050
Economics 3229
Finance 3000
Marketing 3000
Mgmt 3000
Mgmt 3540
Stats 3500

REQUIRED MARKETING COURSES (12 HOURS)

_____ Mktg 4050 (3) (p – 3000; Stat 3500; Jr. standing)
_____ Mktg 4000 (3) (p – 3000; Acct. 2258; Jr. standing)
_____ BA 3500 – PDP course (3) Must earn a C- or higher
_____ BA 4500 – PDP Internship (3) (p – BA 3500) HL:

ADDITIONAL MARKETING COURSES (12 HOURS)

_____ Mktg 3410 (3) (co – 3000)
_____ Mktg 4410 (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 4460 (3) (p – 3000)
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_____ Mktg 4720 (3) (p – 3000)
_____ Mktg 4780 (3) (p – 3000; J r. standing)
_____ Mktg 4880 (3) (p – 3000)
_____ Mktg 3901, 3942, 3975, 3985, 4185, or 4940* (3)

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

TWO WRITING INTENSIVE (WI) COURSES C- or higher

College of Business WI ___________________________ (3)
Outside the College WI ___________________________ (3)

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.

Total: 120 Credit Hours

Must have a 2.5 Trulaske College of Business GPA and complete Professional Development Program requirements to graduate

Can only transfer in 6 hours of Upper Level Business Courses

Trulaske College of Business Undergraduate Advising Office, 111 Cornell Hall
7/01/2018
EMPHASIS SUPPORT COURSES – MARKETING

- Any 2300+ courses in: Chinese, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Romance Languages, Russian, Spanish
- Other 3000+ level courses taken in fulfillment of requirements for an official minor or a dual major.
- Any of the specific courses listed below.
- NOTE: Only courses not used to fulfill other Marketing, College of Business, or General Education requirements (except some WI) qualify as Emphasis Support.

MANY CLASSES HAVE PREREQUISITES. CHECK YOUR CATALOG BEFORE REGISTERING.

- CHINE 2160 Chinese Conversation & Comp.
- COMMUN 1200 Public Speaking
- ENGLSH 2030 Professional Writing
- FRENCH 2100 Elementary French III
- FRENCH 2160 Intermediate French
- GERMAN 2100 Elementary German III
- HIST 3820 Twentieth Century China
- ITAL 2160 Intermediate Comp. & Conversation
- JAPANESE 2160 Japanese Conversation & Comp.
- MATH 1360 Geometric Concepts
- MATH 1700 Calculus II
- MATH 1800 Introduction to Analysis
- MRKTNG 3901 Special Topics in Marketing**
- MRKTNG 3942 International Business Internship**
- MRKTNG 3975 Current Issues International MKTG**
- MRKTNG 3985 Problems in International Business**
- MRKTNG 4185 Problems in Marketing**
- MRKTNG 4940 Marketing Practicum**
- PHIL 2420 Ethical Issues in Business
- PHIL 2600 Rational Decisions
- PHIL 2700 Mathematical Logic
- POLSC 2700 Comparative Political Systems
- POLSC 2800 Introduction to Political Theory
- PORT 2160 Intermediate Portuguese
- PSYCH 2310 Social Psychology
- PSYCH 2320 Introduction to Personality
- RUSS 2130 Second-Year Russian I
- RUSS 2160 Second-Year Russian II
- SAST 3130 Advanced Hindi Reading I
- SAST 3160 Advanced Hindi Reading II
- SPAN 2100 Elementary Spanish III
- SPAN 2160 Intermediate Spanish Composition and Conversation

*If not used for Required Courses

**A maximum of six credits from these six courses can be counted towards emphasis support courses.

Keep in Mind
Each class can only fulfill one requirement, except the WI requirement and the 2000+ level class in a humanity or science.

For Example:
Math 1300 cannot count as both a “General Education” course and as an “Upper Level Admission” course.

BUT...
German 2310 WI can count as both a humanity, a writing intensive course (outside the College of Business), and fulfill the 2000+ level humanity/science requirement.