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/](http://generaleducation.missouri.edu/courses/)

<table>
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<tr>
<th>STATE REQUIREMENT (3)</th>
<th>BIO, PHYS, or MATH SCIENCES (9)</th>
<th>HUMANITIES &amp; FINE ARTS (9)+</th>
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<td>IN GOV'TOR HISTORY</td>
<td>(1 class must be lab)+</td>
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ELECTIVES (11)

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

GENERAL EDUCATION REQUIREMENTS

STATE REQUIREMENT (3)

IN GOV'TOR HISTORY

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HUMANITIES & FINE ARTS (9+)

ELECTIVES (11)

BEHAVIORAL and SOCIAL SCIENCE (9) +One humanity or science must be 2000-level or above

REQUIRED MARKETING COURSES (12 HOURS)

- Mktg 4050 (3) (p – 3000; Stat 3500; Jr. standing)
- Mktg 4000 (3) (p – 3000; Acct. 2258; Jr. standing)
- Mktg 4500 – PDP Internship (3) (p – BA 3500)

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- Mktg 4500 – PDP Internship (3) (p – BA 3500)

ADDITIONAL MARKETING COURSES (12 HOURS)

- Mktg 3410 (3) (co – 3000)
- Mktg 3420 (3) (p – 3000; Jr.; or instructor’s consent)
- Mktg 3430 (3) (p – 3000)
- Mktg 3440 (3) (p – 3000)
- Mktg 3450 (3) (p – 3000; Jr. standing)
- Mktg 3460 (3) (p – 3000; Jr. standing)
- Mktg 3470 (3) (p – 3000; Jr. standing)
- Mktg 3480 (3) (p – 3000)
- Mktg 3490 (3) (p – 3000)
- Mktg 3500 (3) (p – 3000)

EMPHASIS SUPPORT COURSES (12 HOURS)

Select with academic advisor. See back for class options. Only 6 hours from marketing can be used.

| 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

College of Business WI

Outside the College WI

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

7/1/2017
EMPHASIS SUPPORT COURSES – MARKETING

- Any 2300+ courses in: Chinese, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Romance Languages, Russian, Spanish
- Any 3000+ courses in: Accountancy, Agricultural Economics, Anthropology, Communication, Economics, Food Science, Hospitality Management, Management, Philosophy, Psychology, Rural Sociology, Sociology, Statistics
- 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.

- CHINESE 2160 Chinese Conversation & Comp.
- COMMUN 1200 Intro to Speech Communication
- ENGLISH 2030 Professional Writing
- FRENCH 2100 Elementary French III
- FRENCH 2160 Intermediate French
- GERMAN 2100 Elementary German III
- GERMAN 2160 German Conversation & Comp.
- 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 I
- MRKTNG 3901 Special Topics in Marketing*
- MRKTNG 3942 International Business Internship*
- MRKTNG 3975 Current Issues International MKTG*
- MRKTNG 3985 Problems in International Business*
- PHIL 1510 Ethical Issues in Business
- PHIL 2420 Ethical Issues in Business
- PHIL 2600 Rational Decisions
- PHIL 2700 Mathematical Logic
- POL SC 2700 Comparative Political Systems
- POL SC 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

* 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 as a humanity, a writing intensive course (outside the College of Business), and fulfill the 2000+ level humanity/science requirement.