# St. Louis Community College

STLCC Associate in Arts in Business Administration to MSU Bachelor of Science in Marketing - Marketing Management

The following is a guide to graduation with completion of STLCC's Associate in Arts in Business Administration and MSU's Bachelor of Science in Marketing-Marketing Management degree. The BS degree may be completed on campus. Courses are sequenced to provide guidance and to help ensure that prerequisite requirements are met. Catalog Year: 2022-23. Date modified: 9.7.22. MSU Transfer Advisor: College of Business Advisement Center, BusinessAdvisement@MissouriState.edu, 417-836-5386. Finish in 4 Go Bears Missouri State University

St Louis CC Year 1 Semester 1

Written Communications - 6 credit hours

* St Louis CC Course ID/Title: ENG 101∘College Composition 1
* Credit Hours: 3
* MSU Equivalent: ENG 110
* Meets Core 42: Yes
* MSU Major Requirement: No

Oral Communications – 3 credit hours

* St Louis CC Course ID/Title: COM 107∘ Public Speaking
* Credit Hours: 2
* MSU Equivalent: COM 115
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Humanities and Fine Arts – 9 total credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: Choose one: ARA 101, ART 100, ART 101, ART 102, ART 103, ART 169,
CHI 101, CHI 102, DCS 104, DCS 105, ENG 201, ENG 202, ENG 204, ENG 205, ENG 211, ENG 216, ENG 217, ENG 231, FRE 101, FRE 102, GER 101, GER 102, HST 115, HST 128, HUM 109, HUM 110, ITL 104,
JPN 101, JPN 102, MCM 130, MCM 131, MUS 103, MUS 113, MUS 114, MUS 128, MUS 211, MUS 212,
PHL 101, PHL 102, PHL 103, PHL 104, PHL 112, SPA 101, SPA 102, THT 1; Performance Options▲: ART 109, ART 113, ART 115, ART 116, ART 165, ART 172, ART 275, COM 111, ENG 110, ENG 114, ENG 224,
ENG 225, ENG 233, MUS 131, MUS 132, MUS 134, MUS 135, MUS 146, MUS 147, MUS 231, MUS 232,
MUS 234, MUS 235, MUS 236, MUS 237, THT 102, THT 108
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Mathematical Sciences – 3 credit hours

* St Louis CC Course ID/Title: MTH 160∘ Precalculus Algebra (or higher)
* Credit Hours: 3
* MSU Equivalent: MTH 136
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Social/Behavioral Sciences – 9 credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: PSY 200∘ General Psychology
* Credit Hours: 3
* MSU Equivalent: PSY 121
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Semester 1 Total = 15 credit hours

### St Louis CC Year 1 Semester 2

Social/Behavioral Sciences – 9 credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: ECO 151∘ Principles of Macroeconomics
* Credit Hours: 3
* MSU Equivalent: ECO 155
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Program Requirement

* St Louis CC Course ID/Title: ACC 110∘ Financial Accounting 1
* Credit Hours: 4
* MSU Equivalent: ACC 201
* Meets Core 42: No
* MSU Major Requirement: Yes

Written Communications – 6 total credit hours

* St Louis CC Course ID/Title: ENG 102 Composition 2
* Credit Hours: 3
* MSU Equivalent: ENG 210
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Program Requirement

* St Louis CC Course ID/Title: BUS 104 Introduction to Business Administration
* Credit Hours: 3
* MSU Equivalent: MGT 000
* Meets Core 42: No
* MSU Major Requirement: No

Natural Sciences (Physical Science) - 7 credit hours - (Must fulfill 2 disciplines including one course with a lab component)

* St Louis CC Course ID/Title: Choose one: BIO 109, BIO 113, BIO 117, BIO 151, BIO 154, DIT 115,
GEG 103, GEO 100, GEO 103, GEO 113, PSI 101, PSI 111, PSI 123
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Semester 2 Total = 16 credit hours

### St Louis CC Year 2 Semester 3

Core Elective – 5 total hours required for Core 42

* St Louis CC Course ID/Title: ECO 152∘ Principles of Microeconomics
* Credit Hours: 3
* MSU Equivalent: ECO 165
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Social/Behavioral Sciences – 9 credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: HST 101 US History to 1865, HST 102 US History from 1865 to Present,
HST 137 African American History through Reconstruction, HST 138 African American History from Reconstruction to Present, PSC 101 Introduction to American Politics
* Credit Hours: 3
* MSU Equivalent: HST 121, HST 122, AAS 100, HST 332, PLS 101
* Meets Core 42: Yes
* MSU Major Requirement: No

Natural Sciences (Physical Science) - 7 credit hours - (Must fulfill 2 disciplines including one course with a lab component)

* St Louis CC Course ID/Title: Choose one: BIO 106, BIO 110, BIO 111, BIO 124, BIO 140, BIO 207,
CHM 101, CHM 105, CHM 109, GEO 100/101, GEO 111, PHY 111, PHY 122, PSI111/PSI 115, PSI 125
* Credit Hours: 4-5
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Humanities and Fine Arts – 9 credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: Choose one: Foreign Language Option: 4 credit hours - CHI 101, CHI 102,
FRE 101, FRE 102, GER 101, GER 102, ITL 104, JPN 101, JPN 102, SPA 101, SPA 102; Foreign Culture Option: 3 credit hours – ENG 211, PHL 103
* Credit Hours: 3-4
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Program Requirement

* St Louis CC Course ID/Title: ACC 114∘ Managerial Accounting (a grade of C or better is required for this MSU Major)
* Credit Hours: 3
* MSU Equivalent: ACC 211
* Meets Core 42: No
* MSU Major Requirement: Yes

Semester 3 Total = 16-18 credit hours

### St Louis CC Year 2 Semester 4

Elective

* St Louis CC Course ID/Title: BLW 201∘ Legal Environment of Business
* Credit Hours: 3
* MSU Equivalent: LAW 231
* Meets Core 42: No
* MSU Major Requirement: Yes

Program Requirement

* St Louis CC Course ID/Title: BUS 201∘ Elementary Business Statistics
* Credit Hours: 3
* MSU Equivalent: QBA 237
* Meets Core 42: No
* MSU Major Requirement: Yes

Humanities and Fine Arts – 9 total credit hours (Must fulfill 2 disciplines)

* St Louis CC Course ID/Title: Choose one: ARA 101, ART 100, ART 101, ART 102, ART 103, ART 169,
CHI 101, CHI 102, DCS 104, DCS 105, ENG 201, ENG 202, ENG 204, ENG 205, ENG 211, ENG 216, ENG 217, ENG 231, FRE 101, FRE 102, GER 101, GER 102, HST 115, HST 128, HUM 109, HUM 110, ITL 104,
JPN 101, JPN 102, MCM 130, MCM 131, MUS 103, MUS 113, MUS 114, MUS 128, MUS 211, MUS 212,
PHL 101, PHL 102, PHL 103, PHL 104, PHL 112, SPA 101, SPA 102, THT 1; Performance Options▲: ART 109, ART 113, ART 115, ART 116, ART 165, ART 172, ART 275, COM 111, ENG 110, ENG 114, ENG 224,
ENG 225, ENG 233, MUS 131, MUS 132, MUS 134, MUS 135, MUS 146, MUS 147, MUS 231, MUS 232,
MUS 234, MUS 235, MUS 236, MUS 237, THT 102, THT 108
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Elective

* St Louis CC Course ID/Title: IS 116∘ Computer Literacy
* Credit Hours: 3
* MSU Equivalent: ITC 200
* Meets Core 42: No
* MSU Major Requirement: Yes

Core Elective – 5 hours required for Core 42

* St Louis CC Course ID/Title: Choose MOTR coded course(s) of your choice with the assistance of an advisor.
* Credit Hours: 2
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Semester 4 Total = 14 Credit Hours
Total Hours at OTC = 61-63
Total Hours Applied Toward MSU Major Requirements: 34

∘ Course is prerequisite for required courses at MSU ▲ May choose only one, falls under MOTR code 'PERF'

MSU Bachelor of Science in Marketing - Advertisement and Promotion after STLCC Associate of Arts in Business Administration

Date Modified: 9.7.22

MSU Transfer Advisor: College of Business Advisement Center, BusinessAdvisement@MissouriState.edu, 417-836-5386. Courses are sequenced to provide guidance and to help ensure that prerequisite requirements are met.

Catalog Year: 2022-23

### MSU Year 3 Semester 1

Admission Requirement

* MSU Course ID/Title: MGT 286 Business Communications
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: ITC 201 Computer Applications for Business
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: MKT 350 Principles of Marketing
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: QBA 337 Applied Business Statistics
* Credit hours: 3

Core/Capstone Requirement

* MSU Course ID/Title: MGT 340 Principles of Management
* Credit hours: 3

Semester 1 Total = 15 Credit Hours

### MSU Year 3 Semester 2

Major Requirement

* MSU Course ID/Title: MKT 354 Principles of Advertising
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 360 Marketing Research
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: FIN 380 Financial Management
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 351 Consumer Market Behavior
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: Choose one: MKT 364 Operations Management, MKT 450 Supply Chain Management and Sustainability
* Credit hours: 3

Semester 2 Total: 15 Credit Hours

### MSU Year 4 Semester 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 464 International Logistics and Global Supply Chain Management, MKT 474 International Marketing
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: LAW 332 Debtor and Creditor Rights and Remedies
* Credit hours: 1

Major Requirement

* MSU Course ID/Title: MKT 510 Digital and Social Media Marketing
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 456 Advanced Advertising
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 380 Creative Advertising, MKT 515 Contemporary Issues in Advertising/Promotion
* Credit hours: 3

Semester 3 Total: 13 Credit Hours

### MSU Year 4 Semester 4

Major Requirement

* MSU Course ID/Title: MKT 472 Advanced Advertising
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 380 or MKT 515, MKT 480, MKT 485, ART 100
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: ITC 429 Information Systems with Business Intelligence
* Credit hours: 3

Core Requirement

* MSU Course ID/Title: MGT 487 Strategic Management and Policy
* Credit hours: 3

General Elective \*\*

* MSU Course ID/Title: Work with your MSU advisor to identify courses that will complement your specific career goals.
* Credit hours: 5

Semester 4 Total: 15 Credit Hours
Total Hours at MSU: 58
Total Hours Overall: 120-123

\*\* Electives provide the opportunity to customize your degree program. Some elective credits may or may not be needed to bring total credit hours to a minimum of 120 credit hours and upper division hours (300+) to 40.

GPA requirements include a minimum 2.00 Missouri State GPA and a minimum 2.50 combined GPA to apply for admission to the College of Business.

This information is provided as a guide only.

* STLCC students are strongly encouraged to meet with their major specific MSU transfer advisor early in their STLCC education to discuss the most appropriate STLCC coursework for their intended MSU major, MSU degree requirements etc.
* Students are required to fulfill MSU graduation and GPA requirements to receive a degree and should consult with their MSU advisor and the MSU undergraduate catalog for details, as there may exist pre-requisite requirements as well as periodicity limitations that could affect scheduling sequences.
* Please note that transfer students from Missouri public colleges and universities may follow the general education and general baccalaureate degree requirements in effect at Missouri State when they first enrolled (or re-enrolled after an absence of one calendar year or more) as degree-seeking students at the institutions from which they transferred (e.g., STLCC).

Important notes about this MSU major.

-Globalization requirement - May be met by completing one of the following options: Completion of a full-semester of study away experience; Completion of three hours of foreign language as noted above; Completion of a study abroad internship; Completion of an international short-term MSU faculty-led program; Completion of three hours of foreign culture courses as noted above. The study away, study abroad internship, and faculty-led program options require pre-approval.

-Students must get a "C" or higher in College Algebra (STLCC's MTH 160), if ACC 201 & QBA 237 are taken at MSU.

-Admission to the College of Business is separate from admission to the University. Student must have completed at least 54 hours (MSU and/or transfer), have at least a 2.50 cumulative GPA (MSU and/or transfer GPA), and completion of at least 10 of the 12 admission courses ○denoted above. Up to two of the denoted admission courses may be completed during the semester of admission; however, students should make every effort to complete all ○denoted courses prior to admission to the College of Business.