

Missouri State University - College of Business Administration

Department of Marketing

Marketing (comprehensive)

Bachelor of Science

Updated Aug 2009

Advertising and Promotion Option

This is a model three year graduation plan. Your path to graduation may vary slightly based on factors such as college credit you earned while in high school, your choice of general education electives, and placement in English and Mathematics.

This degree program can be completed in three years, including three summer semesters.

First Semester (Fall)		Second Semester (Spring)	
*Writing I - ENG 110	3	*Fund of Public Speaking – COM115	3
*Intro to Univ Life - IDS 110	1	*Fitness for Living – PED100	2
*Math - MTH 135 or above (not 145)	3	*Prin. Macroeconomics – ECO155	3
*Psychology - PSY 121	3	US History – HST121/122	3
*Computers for Learning-CIS/CSC 101 or waiver	2	Comp. App. for Business – CIS201	2
Political Science - PLS 101	3	General Educ.	4
General Educ.	3		
Total Hours = 18		Total Hrs = 17	
Third Semester (Summer)			
*Intro to Fin Accounting - ACC 201	3		
*Prin. Microeconomics - ECO 165	3		
Total Hours = 6			
Fourth Semester (Fall)		Fifth Semester (Spring)	
*Intro to Managerial Accounting - ACC 211	3	Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221	3
*Legal Environment of Business - RIL 231	3	Org. Behavior and Mgt - MGT 340	3
*Basic Business Statistics - QBA 237	3	Financial Management - FGB 380	3
*Business Communications - MGT 286	3	Principles of Marketing - MKT 350	3
General Education	3	General Educ.	4
Globalization	3	Elective	1
Total Hours = 18		Total Hrs = 17	
Sixth Semester (Summer)			
Applied Business Statistics - QBA 337	3		
Principles of Advertising - MKT 354	3		
Debt./Cred. Rts. and Rem. - RIL 332	1		
Total Hours = 7			
Seventh Semester (Fall)		Eighth Semester (Spring)	
Consumer Market Behavior - MKT 351	3	Advanced Marketing - MKT 472	3
Creative Advert. - MKT 380 (Fall only) or Promotion Mgt & Impl - MKT 390	3	¹ Marketing List	3
Adv Advertising - MKT 456(Fall only)	3	Information Systems in Business - CIS 429	3
Operations Mgt - MGT 364 or Supply Chain Mgt - MKT 450	3	International Marketing - MKT 474 or International Logistics - MKT 464	3
Marketing Research - MKT 360	3	Globalization	3
¹ Marketing List	3	² Public Affairs Issues	3
Total Hours = 18		for the 21st Century - GEP 397	
		Total Hrs = 18	
Ninth Semester (Summer)			
Strategic Mgt and Bus Policies - MGT 487	3		
General Education	3		
Total Hours = 6			

GPA Requirements include: a minimum 2.00 Mo State GPA and a minimum 2.50 Combined GPA to be guaranteed admission to a degree program in COBA.

Other Requirements include: *These courses should be completed in the first sixty hrs.

Periodicity Warning: MKT 380 (Fall); MKT 456 (Fall)

¹Complete two of the following: MKT 352, 380 or 390 (not taken above), MKT 480 or 510, ART 100

²GEP 397 suspended until Fall 2010. May need to take elective.

