

**Missouri State University - College of Business Administration**

**Department of Marketing**

**Marketing (comprehensive)**

**Bachelor of Science**

**Updated Aug 2009**

**Marketing Management Option**

*This is a model four 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 eight semesters.

<b>First Semester (Fall)</b> *Writing I - ENG 110 3 *Intro to Univ Life - IDS 110 1 *Math - MTH 135 or above (not 145) 3 *Psychology - PSY 121 3 *Computers for Learning-CIS/CSC 101 or waiver 2 Political Science - PLS 101 3 Total Hours = 15	<b>Second Semester (Spring)</b> *Fund of Public Speaking – COM 115 3 *Fitness for Living – PED 100 2 *Prin. Macroeconomics – ECO 155 3 US History – HST 121/122 3 Comp. App. for Business – CIS 201 2 General Educ. or Globalization 3 Total Hours = 16
<b>Third Semester (Fall)</b> *Intro to Fin Accounting - ACC 201 3 *Prin. Microeconomics - ECO 165 3 *Business Communications - MGT 286 3 General Educ. 4 Globalization 3 Total Hours = 16	<b>Fourth Semester (Spring)</b> *Intro to Managerial Accounting - ACC 211 3 *Legal Environment of Business - RIL 231 3 *Basic Business Statistics - QBA 237 3 Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221 or Beginning Technical Writing - ENG 321 <sup>1</sup> 3 General Educ. 4 Total Hours = 16
<b>Fifth Semester (Fall)</b> Debt./Cred. Rts. and Rem. - RIL 332 1 Org. Behavior and Mgt - MGT 340 3 Financial Management - FGB 380 3 Applied Business Statistics - QBA 337 3 Principles of Marketing - MKT 350 3 General Education 3 Total Hours = 16	<b>Sixth Semester (Spring)</b> Consumer Market Behavior - MKT 351 3 Personal Selling - MKT 352 3 Operations Mgt-MGT 364 or Supply Chain Mgt-MKT450 3 Marketing Research - MKT 360 3 Business Report Writing - MGT 397 3 Total Hours = 15
<b>Seventh Semester (Fall)</b> International Marketing - MKT 474 or International Logistics - MKT 464 3 Major List <sup>1</sup> 3 Information Systems in Business - CIS 429 3 Logistics and Transportation - MKT 430 3 Elective 3 Total Hours = 15	<b>Eighth Semester (Spring)</b> Strategic Mgt and Bus Policies - MGT 487 3 Advanced Marketing - MKT 472 3 Major List <sup>1</sup> 3 <sup>2</sup> Public Affairs Issues for the 21st Century - GEP 397 3 General Elective 1 General Education 3 Total Hours = 16

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.

<sup>1</sup>Complete two of the following: MKT 354, 452, 470, 476, 510.

<sup>2</sup>GEP 397 suspended until Fall 2010. May need to take elective.