

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

**Department of Marketing**

**Marketing (comprehensive)**

**Bachelor of Science**

**Updated Aug 2009**

**Marketing Research 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.

<b>First Semester (Fall)</b>		<b>Second Semester (Spring)</b>	
*Writing I - ENG 110	3	*Fund of Public Speaking – COM 115	3
*Intro to Univ Life - IDS 110	1	*Fitness for Living – PED 100	2
*Math - MTH 135 or above (not 145)	3	*Prin. Macroeconomics – ECO 155	3
*Psychology - PSY 121	3	US History – HST 121/122	3
*Computers for Learning-CIS/CSC 101 or waiver	2	Comp. App. for Business – CIS 201	2
Political Science - PLS 101	3	General Educ.	4
General Educ.	3		
Total Hours = 18		Total Hours = 17	
<b>Third Semester (Summer)</b>			
*Intro to Fin Accounting - ACC 201	3		
*Prin. Microeconomics - ECO 165	3		
Total Hours = 6			
<b>Fourth Semester (Fall)</b>		<b>Fifth Semester (Spring)</b>	
*Intro to Managerial Accounting - ACC 211	3	Org. Behavior and Mgt - MGT 340	3
*Legal Environment of Business - RIL 231	3	Financial Management - FGB 380	3
*Business Communications - MGT 286	3	Applied Business Statistics - QBA 337	3
*Basic Business Statistics - QBA 237	3	Principles of Marketing - MKT 350	3
General Educ.	3	Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221 or Beginning Technical Writing - ENG 321 <sup>1</sup>	3
Globalization	3	General Education	3
Total Hours = 18		Total Hours = 18	
<b>Sixth Semester (Summer)</b>			
Operations Mgt-MGT 364 OR Supply Chain Mgt-MKT 450	3		
General Education	4		
Total Hours = 7			
<b>Seventh Semester (Fall)</b>		<b>Eighth Semester (Spring)</b>	
Debt./Cred. Rts. and Rem. - RIL 332	1	Population Analysis - SOC 305 <sup>2</sup> (normally Spring)	3
Consumer Market Behavior - MKT 351	3	Advanced Marketing Research - MKT 470	3
International Marketing - MKT 474 or International Logistics - MKT 464	3	Research Issues/Problems - MGT 596	3
Personal Selling - MKT 352	3	Advanced Marketing - MKT 472	3
Marketing Research - MKT 360	3	<sup>3</sup> Public Affairs Issues for the 21st Century - GEP 397	3
Business Report Writing - MGT 397 or Beginning Technical Writing - ENG 321 <sup>1</sup>	3	Electives	3
Electives	1		
Total Hours = 17		Total Hours = 18	
<b>Ninth Semester (Fall)</b>			
Information Systems in Business - CIS 429	3		
Strategic Mgt and Bus Policies - MGT 487	3		

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>ENG 321 can count on both Writing II and major requirements.

<sup>2</sup>Prerequisite course (SOC 150) required. Check with department for periodicity of course.

<sup>3</sup>GEP 397 suspended until Fall 2010. May need to take elective.