

Missouri State University - College of Business Administration
Department of Marketing
Marketing (comprehensive)
Marketing Research Option

Bachelor of Science

Updated Aug 2009

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.

First Semester (Fall) *Writing I - ENG 110 *Intro to Univ Life - IDS 110 *Math - MTH 135 or above (not 145) *Psychology - PSY 121 *Computers for Learning-CIS/CSC 101 or waiver Political Science - PLS 101 Total Hours = 15	Second Semester (Spring) 3 *Fund of Public Speaking – COM 115 1 *Fitness for Living – PED 100 3 *Prin. Macroeconomics – ECO 155 3 US History – HST 121/122 Comp. App. for Business – CIS 201 2 General Educ. 3 Total Hours = 16
Third Semester (Fall) *Intro to Fin Accounting - ACC 201 *Prin. Microeconomics - ECO 165 *Business Communications - MGT 286 General Educ. Globalization Total Hours = 16	Fourth Semester (Spring) 3 *Intro to Managerial Accounting - ACC 211 3 *Legal Environment of Business - RIL 231 3 *Basic Business Statistics - QBA 237 4 Writing II: Academic Writing - ENG 210 or 3 Writing for the Professions - ENG 221 or Beginning Technical Writing - ENG 321 ¹ General Educ. 4 Total Hours = 16
Fifth Semester (Fall) Debt./Cred. Rts. and Rem. - RIL 332 Org. Behavior and Mgt - MGT 340 Financial Management - FGB 380 Applied Business Statistics - QBA 337 Principles of Marketing - MKT 350 General Education Total Hours = 16	Sixth Semester (Spring) 1 Consumer Market Behavior - MKT 351 3 Population Analysis - SOC 305 ² (normally Spring) 3 Operations Mgt-MGT364 or Supply Chain Mgt-MKT450 3 Marketing Research - MKT 360 3 General Education 3 Total Hours = 15
Seventh Semester (Fall) International Marketing - MKT 474 or International Logistics - MKT 464 Personal Selling - MKT 352 Business Report Writing - MGT 397 or Beginning Technical Writing - ENG 321 ¹ Advanced Marketing Research - MKT 470 Electives Total Hours = 16	Eighth Semester (Spring) 3 Information Systems in Business - CIS 429 Strategic Mgt and Bus Policies - MGT 487 3 Research Issues/Problems - MGT 596 Advanced Marketing - MKT 472 3 ³ Public Affairs Issues for the 21st Century - GEP 397 3 Total Hours = 15

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.

¹ENG 321 can count on both Writing II and major requirements.

²Prerequisite course (SOC 150) required. Check with department for periodicity of course.

³GEP 397 suspended until Fall 2010. May need to take elective.