

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

**Department of Marketing**

**Marketing (comprehensive)**

**Bachelor of Science**

**Updated Aug 2009**

**Retailing/Merchandising 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
Globalization	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	Writing II: Academic Writing - ENG 210 or	3
*Legal Environment of Business - RIL 231	3	Writing for the Professions - ENG 221	
*Basic Business Statistics - QBA 237	3	Org. Behavior and Mgt - MGT 340	3
*Business Communications - MGT 286	3	Financial Management - FGB 380	3
General Education	3	Applied Business Statistics - QBA 337	3
General Education	3	Principles of Marketing - MKT 350	3
		General Education	3
Total Hours = 18		Total Hours = 18	
<b>Sixth Semester (Summer)</b>			
General Educ.	4		
Elective	3		
Total Hours = 7			
<b>Seventh Semester (Fall)</b>		<b>Eighth Semester (Spring)</b>	
Debt./Cred. Rts. and Rem. - RIL 332	1	International Marketing - MKT 474 or	3
Prin of Retailing - MKT 355 (Fall only)	3	International Logistics - MKT 464	
Comnsumer Market Behavior - MKT 351	3		
Personal Selling - MKT 352	3	Operations Mgt-MGT 364 or Supply Chain Mgt-MKT 450	3
Marketing Research - MKT 360	3	Adv Retailing Practices - MKT 455 (Spring Only)	3
Cooperative Education in Marketing - MKT 394 OR Research Issues and		<sup>1</sup> Public Affairs Issues	
Problems: Marketing - MKT 596	3	for the 21st Century - GEP 397	3
Elective	1	Survey of Global Fashion Industry- CTM 187 or	
		e-Marketing - MKT 510	3
		Advanced Marketing - MKT 472	3
Total Hours = 17		Total Hours = 18	
<b>Ninth Semester (Summer)</b>			
Strategic Mgt and Bus Policies - MGT 487	3		
Information Systems in Business - CIS 429	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 Warnings: MKT 355 (Fall); MKT 455 (Spring)

<sup>1</sup>GEP 397 suspended until Fall 2010. May need to take elective.

