

Missouri State University - College of Business Administration

Department of Marketing

Marketing (comprehensive)

Bachelor of Science

Updated Aug 2009

Sales/Sales Management 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 – 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 Education	4
Globalization	3		
Total Hours = 18		Total Hours = 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	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 Education	3	Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221 or	3
General Education	3	General Education	3
Total Hours = 18		Total Hours = 18	
Sixth Semester (Summer)			
General Education	4		
Elective	3		
Total Hours = 7			
Seventh Semester (Fall)		Eighth Semester (Spring)	
Debt./Cred. Rts. and Rem. - RIL 332	1	Advanced Selling - MKT 451 (Spring Only)	3
Int'l Mkt - MKT 474 or Int'l Logistics-MKT 4	3	Sales Management - MKT 452 (Spring Only)	3
Human Resources Management - MGT 345 or Principals of Advertising - MKT 354 or Principals of Retailing - MKT 355 (Fall only)	3	Operations Mgt-MGT 364 or Supply Chain Mgt-MKT 450	3
Marketing Research - MKT 360	3	Marketing Yourself - MKT 485 or Administrative Communications-MGT 486(Spring)	3
Consumer Market Behavior - MKT 351	3	Advanced Marketing - MKT 472	3
Personal Selling - MKT 352	3	¹ Public Affairs Issues for the 21st Century - GEP 397	3
Elective	1		
Total Hours = 17		Total Hours = 18	
Ninth Semester (Summer)			
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 451 (Spring); MKT 452 (Spring); MKT 355 (Fall); MGT 486 (Spring); MKT 485 (normally Spring)

¹GEP 397 suspended until Fall 2010. May need to take elective.