

**Missouri State University - College of Business Administration**  
**Department of Marketing**  
**Marketing (comprehensive)**  
**Advertising and Promotion Option**

**Bachelor of Science**

**Updated Sept 2010**

*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 *First Year Foundations - GEP 101 *Math - MTH 135 or above (not 145) *Psychology - PSY 121 *Computers for Learning-CIS/CSC 101 or waiver Political Science - PLS 101 Total Hours = 16	<b>Second Semester (Spring)</b> 3 *Fund of Public Speaking – COM115 2 *Fitness for Living – PED100 3 *Prin. Macroeconomics – ECO155 3 US History – HST121/122 2 Comp. App. for Business – CIS201 General Educ. 3 Total Hrs = 16
<b>Third Semester (Fall)</b> *Intro to Fin Accounting - ACC 201 *Prin. Microeconomics - ECO 165 Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221 General Educ. Globalization Total Hours = 16	<b>Fourth Semester (Spring)</b> 3 *Intro to Managerial Accounting - ACC 211 3 *Legal Environment of Business - LAW 231 *Basic Business Statistics - QBA 237 3 *Business Communications - MGT 286 4 General Educ. 3 Total Hrs = 16
<b>Fifth Semester (Fall)</b> Debt./Cred. Rts. and Rem. - LAW 332 Org. Behavior and Mgt - MGT 340 Financial Management - FIN 380 Applied Business Statistics - QBA 337 Principles of Marketing - MKT 350 Globalization Total Hours = 16	<b>Sixth Semester (Spring)</b> 1 Consumer Market Behavior - MKT 351 3 Principles of Advertising - MKT 354 3 Operations Mgt - MGT 364 or Supply Chain Mgt - MKT 450 3 Marketing Research - MKT 360 3 General Education Total Hrs = 15
<b>Seventh Semester (Fall)</b> International Marketing - MKT 474 or International Logistics - MKT 464 Creative Advert. - MKT 380 (Fall only) or Promotion Mgt & Impl - MKT 390 <sup>1</sup> Marketing List Adv Advertising - MKT 456 General Education Total Hours = 15	<b>Eighth Semester (Spring)</b> 3 Information Systems in Business - CIS 429 <sup>1</sup> Marketing List 3 Strategic Mgt and Bus Policies - MGT 487 Advanced Marketing - MKT 472 3 Elective 3 Total Hrs = 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.

Periodicity Warning: MKT 380 (Fall)

<sup>1</sup>Complete two of the following: MKT 352, 380 or 390 (not taken above), MKT 480 or 510, ART 100

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