

**Missouri State University - College of Business Administration**  
**Department of Marketing**  
**Marketing (comprehensive)**  
**Sales/Sales Management 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 3 *First Year Foundations - GEP 101 2 *Math - MTH 135 or above (not 145) 3 *Psychology - PSY 121 3 *Computers for Learning-CIS/CSC 101 2 or waiver Political Science - PLS 101 3 Total Hours = 16	<b>Second Semester (Spring)</b> *Fund of Public Speaking – COM 115 3 *Fitness for Living – PED 100 2 *Prin. Macroeconomics – ECO 155 3 US History – HST 121/122 3 Comp. App. for Business – CIS 201 2 Globalization 3 Total Hours = 16
<b>Third Semester (Fall)</b> *Intro to Fin Accounting - ACC 201 3 *Prin. Microeconomics - ECO 165 3 *Business Communications - MGT 286 3 General Education 3 General Education 4 Total Hours = 16	<b>Fourth Semester (Spring)</b> *Intro to Managerial Accounting - ACC 211 3 *Legal Environment of Business - LAW 231 3 *Basic Business Statistics - QBA 237 3 Writing II: Academic Writing - ENG 210 or Writing for the Professions - ENG 221 or 3 General Education 4 Total Hours = 16
<b>Fifth Semester (Fall)</b> Debt./Cred. Rts. and Rem. - LAW 332 1 Org. Behavior and Mgt - MGT 340 3 Financial Management - FIN 380 3 Applied Business Statistics - QBA 337 3 Principles of Marketing - MKT 350 3 General Education 3 Total Hours = 16	<b>Sixth Semester (Spring)</b> Consumer 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 Marketing Yourself - MKT 485 or 3 Administrative Communications-MGT 486(Spring) Total Hours = 15
<b>Seventh Semester (Fall)</b> Int'l Mkt - MKT 474 or Int'l Logistics-MKT 4 3 Major Elective <sup>1</sup> Information Systems in Business - CIS 429 3 General Education 3 Elective 3 Total Hours = 15	<b>Eighth Semester (Spring)</b> Advanced Selling - MKT 451 (Spring Only) 3 Sales Management - MKT 452 (Spring Only) 3 Strategic Mgt and Bus Policies - MGT 487 3 Advanced Marketing - MKT 472 3 Elective 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.

Periodicity Warnings: MKT 451 (Spring); MKT 452 (Spring); MKT 355 (Fall); MGT 486 (Spring); MKT 485 (normally Spring)

<sup>1</sup>Complete one course from MGT 345; MKT 354, 355, 430; BUS/LAW 550