

MSU Program Contact Info:	Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386
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STLCC Associate of Arts in Business Administration

to

MSU Bachelor of Science in Marketing- Advertising & Promotion

Available on campus only.

Comprehensive majors do not require a minor or second major.

STLCC Year 1 Semester 1

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Requirement	BUS 104 Introduction to Business Administration	3	BUS 135	
Written Communications	ENG 101 College Composition I	3	ENG 110	✓
Oral Communications	COM 107 Public Speaking	3	COM 115	✓
Social & Behavioral Sciences: Civics Requirement	Choose a MOTR Social & Behavioral Sciences class (HST 101 or 102 recommended)	3	Varies	
Mathematical Sciences	Choose one:	3-4	MTH 136 MTH 287	✓
	MTH 160 MTH 186 Precalculus Algebra Survey of Calculus			
Semester 1 Total		15-16		

STLCC Year 1 Semester 2

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Written Communications	ENG 102 College Composition II	3	ENG 210	
Natural Sciences*	Choose a Natural Sciences course with MOTR designation	3	Varies	
Program Requirement	ACC 110 Financial Accounting	4	ACC 201	✓
Social & Behavioral Sciences	ECO 151 Principles of Macroeconomics	3	ECO 155	✓
Humanities & Fine Arts*	Choose a Humanities & Fine Arts course with MOTR designation	3	Varies	
Semester 2 Total		16		

STLCC Year 2 Semester 3

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Requirement	BUS 201 Elementary Business Statistics	3	QBA 237	✓
Social & Behavioral Sciences	ECO 152 Principles of Microeconomics	3	ECO 165	✓
Program Requirement	ACC 114 Managerial Accounting	3	ACC 211	✓
Natural Sciences*	Choose a Natural Sciences LAB course with MOTR designation	4	Varies	
Humanities & Fine Arts*	Choose a Humanities & Fine Arts course with MOTR designation	3	Varies	
Semester 3 Total		16		

STLCC Year 2 Semester 4

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Humanities & Fine Arts*	Choose a Humanities & Fine Arts course with MOTR designation	3	Varies	
Core 42 Electives	ENG 103 Report Writing	3	MGT 286	✓
Core 42 Electives	PSY 200 General Psychology	3	PSY 121	✓
Business Elective	IS 116 Computer Literacy	3	ITC 200	✓
Business Elective	BLW 201 Legal Environment of Business	3	LAW 231	✓
Semester 4 Total		15	Total MSU	
Total Hours at STLCC		62-63	Major Hours	34-35

*Must fulfill two disciplines. In Humanities & Fine Arts, no more than 3 hours may be in performance courses.

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MSU Bachelor of Science in Marketing- Advertising & Promotion

after

STLCC Associate in Arts Business Administration

MSU Year 3 Semester 1

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	QBA 337	Applied Business Statistics	3
COB Core Requirement	MKT 350	Principles of Marketing	3
COB Core Requirement	FIN 380	Financial Management	3
COB Core Requirement	MGT 340	Principles of Management	3
COB Core Requirement	ITC 201	Computer Applications for Business	3
Semester 1 Total			15

MSU Year 3 Semester 2

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	MKT 360	Marketing Research	3
Major Requirement	MKT 351	Consumer Behavior	3
Major Requirement	MKT 354	Principles of Advertising	3
Major Requirement	Choose one: MKT 364 MKT 450	Operations Management Supply Chain Management & Sustainability	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
Semester 2 Total			15

MSU Year 4 Semester 3

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	Choose one: MKT 380 MKT 515	Creative Advertising Contemporary Issues in Advertising and Promotion	3
Major Requirement	Choose one: MKT 464 MKT 474	International Logistics and Global Supply Chain Management International Marketing	3
Major Requirement	Choose one: MKT 380 OR 515	MKT 480 MKT 485 ART 100	3
Major Requirement	MKT 456	Advanced Advertising	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
Semester 3 Total			15

MSU Year 4 Semester 4

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	MKT 472	Advanced Marketing	3
COB Core Requirement	ITC 429	Information Systems with Business Intelligence	3
COB Core Requirement	MGT 487	Strategic Management & Policy	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		4
Semester 4 Total			13
Total Hours at MSU			58
Total Hours Overall			120-121

**Work with your MSU advisor to identify courses that will complement your specific career goals. Electives provide the opportunity to customize your degree program. Some elective credits may or may not be needed to bring total credit hours to a minimum of 120 credit hours and upper division hours (300+) to 40.

Admission to the College of Business is separate from admission to the University.
Students must have completed at least 54 hours (MSU and/or transfer). GPA requirements include a minimum 2.00 Missouri State GPA and a minimum 2.5 combined GPA to apply for admission to the College of Business.

This information is provided as a guide only.

- STLCC students are strongly encouraged to meet with their major specific MSU transfer advisor early in their STLCC education to discuss the most appropriate STLCC coursework for their intended MSU major, MSU degree requirements, etc.
- Students are required to fulfill MSU graduation and GPA requirements to receive a degree and should consult with their MSU advisor and the MSU undergraduate catalog for details, as there may exist pre-requisite requirements as well as periodicity limitations that could affect scheduling sequences.
- Please note that transfer students from Missouri public colleges and universities may follow the general education and general baccalaureate degree requirements in effect at Missouri State when they first enrolled (or re-enrolled after an absence of one calendar year or more) as degree-seeking students at the institutions from which they transferred (e.g., STLCC).