

MSU Program Contact Info:	Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386
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OZARKS TECHNICAL COMMUNITY COLLEGE



OTC Associate of Arts in Business

to

MSU Bachelor of Science in Marketing- Advertising & Promotion (Comprehensive)

Available on campus.

Comprehensive majors do not require a minor or second major.

OTC Year 1 Semester 1

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Mathematical Sciences	MTH 130 (S) or higher (must earn a "C" or higher)		3-5	MTH 136 or higher	✓
Written Communications	Choose one: ENG 100 Composition I with Support ENG 101 Composition I		3-5	ENG 110	✓
Program Specific Course	BUS 110	Principles of Business	3	BUS 135	
Program Specific Course	CIS 101	Technology & Digital Literacy	3	ITC 200	✓
Semester 1 Total			15-19		

OTC Year 1 Semester 2

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Oral Communications	Choose one: COM 100 Introduction to Communications COM 105 Public Speaking		3	GEC 103 COM 115	✓
Program Specific Course	BUS 140	Business Communications	3	MGT 286	✓
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Written Communications	Choose one: ENG 102 Composition II ENG 150 Technical Writing		3	ENG 210 ENG 221	
Social/Behavioral Sciences* - Civics	PLS 101	HST 120 HST 130	3	PLS 101 HST 121 HST 122	
Semester 2 Total			15		

OTC Year 2 Semester 3

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Specific Course	BUS 160	Business Law	3	LAW 231	✓
Program Specific Course	ACC 220	Principles of Accounting I	3	ACC 201	✓
Social/Behavioral Sciences*	ECO 270	Principles of Macroeconomics	3	ECO 155	✓
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Natural Sciences*	Choose one Natural Sciences LAB course.		4-5	Varies	
Semester 3 Total			16-17		

OTC Year 2 Semester 4

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Specific Course	ACC 225	Managerial Accounting	3	ACC 211	✓
Social/Behavioral Sciences*	ECO 275	Principles of Microeconomics	3	ECO 165	✓
Natural Sciences*	Choose one Natural Sciences course.		3	Varies	
Core Elective	PSY 110	Introduction to Psychology	3	PSY 121	✓
Core Elective	MTH 210	Statistical Methods	3	QBA 237	✓
Semester 4 Total			15		
Total Hours at OTC			61-66	Total Hours Applied Toward MSU Major Requirements:	39-43

*Must fulfill two disciplines

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MSU Bachelor of Science in Marketing- Advertising & Promotion
after
OTC Associate of Arts in Business

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
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
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Semester 2 Total			15

MSU Year 4 Semester 3

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	Choose one:		3
	MKT 380 MKT 515	Creative Advertising Contemporary Issues in Advertising and Promotion	
Major Requirement	Choose one:		3
	MKT 464 MKT 474	International Logistics and Global Supply Chain Management International Marketing	
Major Requirement	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.		5
Semester 4 Total			14
Total Hours at MSU			59
Total Hours Overall			120-126

**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), meet GPA requirements listed below, and completion of at least 10 of the 12 admission courses

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.

- OTC students are strongly encouraged to meet with their major specific MSU transfer advisor early in their OTC education to discuss the most appropriate OTC 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., OTC).

Date Modified: 7/14/2023