

Date Modified:	7.24.20
MSU Program Contact Info:	College of Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386

OZARKS TECHNICAL COMMUNITY COLLEGE

Courses are sequenced to provide guidance and to help ensure that prerequisite requirements are met.

Catalog Year: 2020-2021

OTC Associate of Arts in Business to

MSU Bachelor of Science in Marketing - Advertising and Promotion Option

The following is a guide to graduation with completion of OTC's Associate of Arts in Business and MSU's Bachelor of Science in Marketing - Advertising and Promotion degree.
The B.S. in Marketing may be completed on campus only.



OTC Year 1 Semester 1

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Institutional Requirement	OTC 101	Navigating College	2	GEN 000		
Program Specific Course	BUS 110	Introduction to Business	3	BUS 135		
Written Communications 6 credit hours	Choose one: ENG 100 ENG 101	Composition I with Support Composition I	3-5	ENG 110	✓	✓
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose one: ART 100 ASL 101 ENG 260 ENG 350 GRM 101 MUS 106 PHL 105 SPN 101 ART 101 ASL 102 ENG 265 ENG 351 GRM 102 MUS 110 REL 100 SPN 102 ART 105 CHN 101 ENG 340 FRN 101 MUS 101 MUS 235*▲ REL 101 THR 101 ART 120▲ ENG 180 ENG 341 FRN 102 MUS 105 PHL 101 REL 102		3	Varies	✓	
Mathematical Sciences 3 credit hours	Choose one: ○ ⇨ MTH 130 MTH 131 MTH 140 MTH 215 MTH 240 MTH 130S MTH 138 MTH 141 MTH 230 MTH 241		3-5	Varies	✓	✓
Semester 1 Total			14-18			

OTC Year 1 Semester 2

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Program Specific Course	CIS 101 ○	Technology and Digital Literacy	3	ITC 200		✓
Written Communications 6 credit hours	Choose one: ENG 102 ENG 150	Composition II Technical Writing	3	ENG 210 ENG 221	✓	
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose from one group: ▲ <i>Foreign Language Option:</i> SPN 101 FRN 101 GRM 101 CHN 101 SPN 102 FRN 102 GRM 102 CHN 102 -OR- <i>Foreign Culture Option:</i> MUS 101 ENG 341		3	Varies	✓	✓
Social/Behavioral Sciences 9 credit hours (Must fulfill 2 disciplines)	PSY 110 ○	Introduction to Psychology	3	PSY 121	✓	✓
Natural Sciences 7 credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one: BCS 115 BCS 165 BIO 100 BIO 135 BIO 160 CHM 161 PHY 110 PHY 120 BCS 132 BCS 210 BIO 105 BIO 142 CHM 160 PHY 105 PHY 115 PHY 220		3	Varies	✓	
Program Specific Course	BUS 140 ○	Business Communications	3	MGT 286		✓
Semester 2 Total			18			

OTC Year 2 Semester 3

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Social/Behavioral Sciences 9 credit hours (Must fulfill 2 disciplines)	ECO 270 ○	Macroeconomics	3	ECO 155	✓	✓
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose one: ART 100 ASL 101 ENG 260 ENG 350 GRM 101 MUS 106 PHL 105 SPN 101 ART 101 ASL 102 ENG 265 ENG 351 GRM 102 MUS 110 REL 100 SPN 102 ART 105 CHN 101 ENG 340 FRN 101 MUS 101 MUS 235*▲ REL 101 THR 101 ART 120▲ ENG 180 ENG 341 FRN 102 MUS 105 PHL 101 REL 102		3	Varies	✓	
Program Specific Course	ACC 220 ○	Principles of Accounting	3	ACC 201		✓
Institutional Elective 4 hours required for A.A.B. degree	BUS 160 ○	Business Law	3	LAW 231		✓
Oral Communications 3 credit hours	COM 105 ○	Public Speaking	3	COM 115	✓	✓
Social/Behavioral Sciences 9 credit hours (Civics requirement)	Choose one: HST 120 HST 130 PLS 101	U.S. History I: to 1865 U.S. History II: 1865-Present American Government and Politics	3	HST 121 HST 122 PLS 101	✓	
Semester 3 Total			18			

OTC Year 2 Semester 4

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Program Specific Course	ACC 225 ○	Managerial Accounting	3	ACC 211		✓
Institutional Elective 4 hours required for A.A.B. degree	CIS 201	Computer Apps for Business	3	ITC 201		✓
Core Elective 5 hours required for Core 42	ECO 275 ○	Microeconomics	3	ECO 165	✓	✓
Core Elective 5 hours required for Core 42	MTH 210 ○	Statistical Methods	3	QBA 237	✓	✓
Natural Sciences 7 credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one: BCS 115 BCS 165 BIO 100 BIO 135 BIO 160 CHM 161 PHY 110 PHY 120 BCS 132 BCS 210 BIO 105 BIO 142 CHM 160 PHY 105 PHY 115 PHY 220		4	Varies	✓	
Semester 4 Total			16			
Total Hours at OTC			66-70	<i>Total Hours Applied Toward MSU Major/Business Admission Requirements:</i>		45

*One credit hour course

▲ May choose only one, falls under MOTR code 'PERF'

▲ Options listed fulfill the MSU Globalization requirement, marketing majors only require 3 hours of globalization due to specific program requirements.

◇ Must obtain a "C" or better

○Fulfills a College of Business admission requirement

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**MSU Bachelor of Science in Marketing - Advertising and Promotions Option
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
Major Requirement	MKT 350	Principles of Marketing	3
Major Requirement	FIN 380	Financial Management	3
Major Requirement	MGT 340	Principles of Management	3
General Elective **	Work with your MSU business advisor to identify courses that will complement your specific career goals.		3
Semester 1 Total			15

MSU Year 3 Semester 2

REQUIREMENT DESCRIPTION	MSU COURSE ID	TITLE	CREDIT HOURS
Major Requirement	Choose one: MKT 364 MKT 450	Operations Management Supply Chain Management and Sustainability	3
Major Requirement	LAW 332	Debtor and Creditor Rights and Remedies	1
Major Requirement	MKT 360	Marketing Research	3
Major Requirement	MKT 351	Consumer Market Behavior	3
Major Requirement	MKT 354	Consumer Market Behavior	3
Semester 2 Total			13

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	MKT 352	MKT 380 OR MKT 515	ART 100 OR ART 110 OR ENG 373
Major Requirement	MKT 456	Advanced Advertising	3
General Elective **	Work with your MSU business advisor to identify courses that will complement your specific career goals.		2
Semester 3 Total			14

MSU Year 4 Semester 4

REQUIREMENT DESCRIPTION	MSU COURSE ID	TITLE	CREDIT HOURS
Major Requirement	MGT 487	Strategic Management and Policy	3
Major Requirement	MKT 472	Advanced Marketing	3
Major Requirement	Choose one: MKT 352	MKT 380 OR MKT 515	ART 100 OR ART 110 OR ENG 373
Major Requirement	ITC 429	Information Systems with Business Intelligence	3
Semester 4 Total			12
Total Hours at MSU			54
Total Hours Overall			120-124

** 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.

Important notes about this MSU major:

- ^ Globalization requirement – marketing majors only require 3 hours of globalization due to specific program requirements.
- *Courses are Admission Requirements to MSU's College of Business.
- Students must get a "C" or higher, in College Algebra (OTC's MTH 130), if ACC 201 & QBA 237 are taken at MSU.
- 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), have at least a 2.50 cumulative GPA (MSU and/or transfer GPA), and completion of at least 10 of the 12 admission courses denoted above. Up to two of the above denoted admission courses may be completed during the semester of admission; however, students should make every effort to complete all of the denoted courses prior to admission to the College of Business.

GPA requirements include a minimum 2.00 Missouri State GPA and a minimum 2.50 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 MSU business 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 business 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).