

Date Modified:	4.13.21
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Crowder Associate of Arts in Business Administration to MSU Bachelor of Science in Marketing - Advertising and Promotion Track

The following is a guide to graduation with completion of Crowder's Associate of Arts in Business Administration and MSU's Bachelor of Science in Marketing degree.
The degree may be completed on campus only.

The Marketing degree is a comprehensive major meaning it does not require completion of a minor.

Crowder Year 1 Semester 1

REQUIREMENT DESCRIPTION	CROWDER COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Institutional Requirement	COLL 101	College Orientation	1	GEN 000		
Major Course	BSAD 125 ○	Computer Applications	3	ITC 200		✓
Major Course	BSAD 150	Introduction to Business	3	BUS 135		
Mathematical Sciences 3 credit hours	MATH 135 ○◇	Algebra for Calculus	3	MTH 136	✓	✓
Oral Communications 3 credit hours	COMM 104 ○	Fundamentals of Speech	3	COM 115	✓	✓
Written Communications 6 credit hours	ENGL 101 ○	English Composition	3	ENG 110	✓	✓
Semester 1 Total			16			

Crowder Year 1 Semester 2

REQUIREMENT DESCRIPTION	CROWDER COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Social/Behavioral Sciences 9 credit hours	Choose one:		3	Varies	✓	
<i>Civics Requirement</i>	HIST 106	HIST 107 PLSC 103				
Social/Behavioral Sciences 9 credit hours (Must fulfill 2 disciplines)	PSYC 101 ○	General Psychology	3	PSY 121	✓	✓
Natural Sciences 7 credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one:		3	Varies	✓	
	BIOL 101 BIOL 110 BIOL 120	BIOL 152 BIOL 252 CHEM 101 CHEM 104 CHEM 111 GEOL 115				
Written Communications 6 credit hours	ENGL 102	Advanced English Composition	3	ENG 210	✓	
Approved Elective	BSAD 130 ○	Business Communications	3	MGT 286		✓
Semester 2 Total			15			

Crowder Year 2 Semester 3

REQUIREMENT DESCRIPTION	CROWDER COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Social/Behavioral Sciences 9 credit hours (Must fulfill 2 disciplines)	ECON 201 ○	Principles of Macroeconomics	3	ECO 155	✓	✓
Major Course	ACCT 201 ○	Principles of Accounting I	3	ACC 201		✓
Natural Sciences - Lab Requirement 7 credit hours (Must fulfill 2 disciplines)	Choose one:		4	Varies	✓	
	BIOL 101 BIOL 120	BIOL 152 BIOL 252 GEOL 210				
Core Elective 5 hours required for Core 42	GEOG 111	PSYC 211 SOC 101	3	Varies	✓	
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose one: A		3	Varies	✓	✓
	Foreign Language Option: FREN 101 SPAN 101 SPAN 102	-OR- Foreign Culture Option: PHIL 121 ENGL 245				
Semester 3 Total			16			

Crowder Year 2 Semester 4

REQUIREMENT DESCRIPTION	CROWDER COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Major Course	ACCT 202 ○	Principles of Accounting II	3	ACC 211		✓
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose one:		3	Varies	✓	
	ART 101 ASL 101 ENGL 222 ENGL 245 MUSC 196*▲ PHIL 101 SPAN 102 ART 106▲ ASL 102 ENGL 225 ENGL 201 MUSC 206*▲ PHIL 201 TA 205 ART 107 FREN 101 ENGL 230 MUSC 106*▲ MUSC 207*▲ PHIL 202 HIST 101 ART 110 ENGL 109 ENGL 235 MUSC 107*▲ MUSC 295*▲ PHIL 121 HIST 102 ART 111 ENGL 203 ENGL 240 MUSC 195*▲ MUSC 296*▲ SPAN 101					
Humanities and Fine Arts 9 credit hours (Must fulfill 2 disciplines)	Choose one:		3	Varies	✓	
	ART 101 ASL 101 ENGL 222 ENGL 245 MUSC 196*▲ PHIL 101 SPAN 102 ART 106▲ ASL 102 ENGL 225 ENGL 201 MUSC 206*▲ PHIL 201 TA 205 ART 107 FREN 101 ENGL 230 MUSC 106*▲ MUSC 207*▲ PHIL 202 HIST 101 ART 110 ENGL 109 ENGL 235 MUSC 107*▲ MUSC 295*▲ PHIL 121 HIST 102 ART 111 ENGL 203 ENGL 240 MUSC 195*▲ MUSC 296*▲ SPAN 101					
Core Elective 5 hours required for Core 42	ECON 202 ○	Principles of Macroeconomics	3	ECO 165	✓	✓
Approved Elective	BSAD 236 ○	Business Statistics	3	QBA 237		✓
Semester 4 Total			15			
Total Hours at Crowder			62	Total Hours Applied Toward MSU Major Requirements:		30

Preferred course for this degree

* One credit hour course

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

◇ Must obtain a "C" or better

○ Fulfills a College of Business admission requirement

▲ Options listed fulfill the MSU Globalization requirement, see page 2 for more information.

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

Catalog Year: 2021-2022

MSU Bachelor of Science in Marketing - Advertising and Promotions Track
after Crowder Associate of Arts in Business

MSU Year 3 Semester 1

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE	CREDIT HOURS
Major Requirement	LAW 231 Legal Environment of Business	3
Major Requirement	ITC 201 Computer Applications for Business	3
Major Requirement	QBA 337 Applied Business Statistics	3
Major Requirement	MGT 340 Principles of Management	3
Major Requirement	MKT 350 Principles of Marketing	3
Semester 1 Total		16

MSU Year 3 Semester 2

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE	CREDIT HOURS
Major Requirement	MKT 360 Marketing Research	3
Option Requirement	MKT 354 Principles of Advertising	3
Major Requirement	MKT 351 Consumer Market Behavior	3
Major Requirement	FIN 380 Financial Management	3
Major Requirement	LAW 332 Debtor and Creditor Rights and Remedies	1
Semester 2 Total		15

MSU Year 4 Semester 3

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE	CREDIT HOURS
Major Requirement	Choose one:	3
	MKT 464 International Logistics and Global Supply Chain Management MKT 474 International Marketing	
Option Requirement	Choose one:	3
	MKT 380 Creative Advertising MKT 515 Contemporary Issues in Advertising/Promotion	
Major Requirement	Choose one:	3
	MKT 364 Operations Management MKT 450 Supply Chain Management and Sustainability	
Option 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
Option Requirement	Choose one:	3
	MKT 352 MKT 380 OR MKT 515 MKT 480 ART 100 OR ART 110 OR ENG 373	
Option Requirement	Choose one:	3
	MKT 352 MKT 380 OR MKT 515 MKT 480 ART 100 OR ART 110 OR ENG 373	
Major Requirement	MKT 472 Advanced Marketing	3
Major Requirement	ITC 429 Information Systems with Business Intelligence	3
Major Requirement	MGT 487 Strategic Management and Policy	3
Semester 4 Total		15
Total Hours at MSU		61
Total Hours Overall		123

** 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.

This information is provided as a guide only.

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