

Date Modified:	5.20.20
MSU Transfer Advisor:	Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386



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

Catalog Year: 2020-2021

**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.



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 (Must fulfill 2 disciplines)	Choose one:		3	HST 121 HST 122 PLS 101	✓				
	HIST 106	U.S. History I							
	HIST 107 PLSC 103	U.S. History II National, State, Local Government							
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 152					CHEM 104	GEOL 210	PHYS 190
	BIOL 110	BIOL 252					CHEM 111	PHYS 101	
	BIOL 120	CHEM 101					GEOL 115	PHYS 105	
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 7 credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one:		4	Varies	✓				
	BIOL 101	BIOL 152					CHEM 104	GEOL 210	PHYS 190
	BIOL 110	BIOL 252					CHEM 111	PHYS 101	
	BIOL 120	CHEM 101					GEOL 115	PHYS 105	
Core Elective 5 hours required for Core 42	Choose one:		3	Varies	✓				
	GEOG 111	PSYC 211					SOC 101		
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-	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	MUSC 101	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	MUSC 101	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	<i>Total Hours Applied Toward MSU Major Requirements:</i>		30					

Preferred course for this degree

* One credit hour course

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

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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: MKT 464 MKT 474 International Logistics and Global Supply Chain Management International Marketing	3
Option Requirement	Choose one: MKT 380 MKT 515 Creative Advertising Contemporary Issues in Advertising/Promotion	3
Major Requirement	Choose one: MKT 364 MKT 450 Operations Management Supply Chain Management and Sustainability	3
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: MKT 352 MKT 380 OR MKT 515 MKT 480 ART 100 OR ART 110 OR ENG 373	3
Option Requirement	Choose one: MKT 352 MKT 380 OR MKT 515 MKT 480 ART 100 OR ART 110 OR ENG 373	3
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).