

Date Modified:	9.28.2022
MSU Program Contact Info:	Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386



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



State Fair Associate of Arts to  
MSU Bachelor of Science in Marketing - Marketing Management

Catalog Year: 2022-2023

The following is a guide to graduation with completion of State Fair's Associate of Arts and MSU's Bachelor of Science in Marketing - Marketing Management.  
The B.S. Marketing degree may be completed online or on campus.

The B.S. in Marketing is a comprehensive major meaning it does not require completion of a minor.

State Fair Year 1 Semester 1

REQUIREMENT DESCRIPTION	State Fair COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
<b>Mathematical Sciences</b> 3 credit hours total required for CORE 42	MTH 114 ◊	3	MTH 136	✓	✓
<b>Humanities and Fine Arts</b> 9 credit hours total required for CORE 42 (Must fulfill 2 disciplines)	<b>Choose one: A</b> FREN 101      FREN 102      GERM 101      SPAN 101      SPAN 102	3	Varies	✓	✓
<b>Written Communications</b> 6 credit hours total required for CORE 42	ENGL 101 ◊      English Composition I	3	ENG 110	✓	✓
<b>Social/Behavioral Sciences</b> 9 credit hours total required for CORE 42 (Must fulfill 2 disciplines)	ECON 101 ◊      Principles of Macroeconomics	3	ECO 155	✓	✓
<b>Social/Behavioral Sciences</b> 9 credit hours total required for CORE 42	PSY 101 ◊      General Psychology	3	PSY 121	✓	✓
<b>Semester 1 Total</b>		<b>15</b>			

State Fair Year 1 Semester 2

REQUIREMENT DESCRIPTION	State Fair COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
<b>Humanities and Fine Arts</b> 9 credit hours total required for CORE 42 (Must fulfill 2 disciplines)	<b>Choose one:</b> ART 112 ▲    ART 160 ▲    MUS 197 ▲    THEA 131 ▲    FREN 102    LIT 101    MUS 100    MUS 104 ART 116 ▲    MUS 119* ▲    MUS 210** ▲    ART 101    GERM 101    LIT 107    MUS 101    PHIL 101 ART 122 ▲    MUS 175* ▲    THEA 110 ▲    ART 120    SPAN 101    LIT 109    MUS 102    PHIL 102 ART 126 ▲    MUS 196 ▲    THEA 111 ▲    FREN 101    SPAN 102    LIT 112    MUS 103    PHIL 104 THEA 107	3	Varies	✓	
<b>Oral Communications</b> 3 credit hours total required for CORE 42	COMM 101 ◊      Public Speaking	3	COM 115	✓	✓
<b>Institutional Elective</b> 22 hours required for A.A. degree	ECON 102 ◊      Principles of Microeconomics	3	ECO 165		✓
<b>Institutional Elective</b> 22 hours required for A.A. degree	ACCT 101 ◊      Principles of Financial Accounting	3	ACC 201		✓
<b>Natural Sciences</b> 7 credit hours total required for CORE 42 (Must fulfill 2 disciplines including one course with a lab component)	<b>Choose one:</b> EASC 120      BIO 100      BIO 105      EASC 118      BIO 103	3	Varies	✓	
<b>Semester 2 Total</b>		<b>15</b>			

State Fair Year 2 Semester 3

REQUIREMENT DESCRIPTION	State Fair COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
<b>Social/Behavioral Sciences</b> 9 credit hours total required for CORE 42 (Civics requirement)	<b>Choose one:</b> HIST 101      U.S. History Before 1877 HIST 102      U.S. History Since 1877 POLS 101      American/National Government	3	HST 121 HST 122 PLS 101	✓	
<b>Humanities and Fine Arts</b> 9 credit hours total required for CORE 42 (Must fulfill 2 disciplines)	<b>Choose one:</b> ART 112 ▲    ART 160 ▲    MUS 197 ▲    THEA 131 ▲    FREN 102    LIT 101    MUS 100    MUS 104 ART 116 ▲    MUS 119* ▲    MUS 210** ▲    ART 101    GERM 101    LIT 107    MUS 101    PHIL 101 ART 122 ▲    MUS 175* ▲    THEA 110 ▲    ART 120    SPAN 101    LIT 109    MUS 102    PHIL 102 ART 126 ▲    MUS 196 ▲    THEA 111 ▲    FREN 101    SPAN 102    LIT 112    MUS 103    PHIL 104 THEA 107	3	Varies	✓	
<b>Written Communications</b> 6 credit hours total required for CORE 42	ENGL 102      English Composition II	3	ENG 210	✓	
<b>Institutional Elective</b> 22 hours required for A.A. degree	ACCT 102 ◊      Managerial Accounting	3	ACC 211		✓
<b>Institutional Elective</b> 22 hours required for A.A. degree	CAPP 125 ◊      Microcomputer Applications	3	ITC 200		✓
<b>Institutional Elective</b> 22 hours required for A.A. degree	BADM 103 ◊      Legal Environment of Business	3	LAW 231		✓
<b>Semester 3 Total</b>		<b>18</b>			

State Fair Year 2 Semester 4

REQUIREMENT DESCRIPTION	State Fair COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
<b>Institutional Elective</b> 22 hours required for A.A. degree	ENGL 110 ◊      Communication for Business and Industry	3	MGT 286		✓
<b>General Education Elective</b> 5 hours total required for Core 42	MATH 127 ◊      Business Statistics	3	QBA 237		✓
<b>Natural Sciences</b> 7 credit hours total required for CORE 42 (Must fulfill 2 disciplines including one course with a lab component)	<b>Choose one:</b> BIO 112      CHEM 101      EASC 101      BIO 207      PHYS 105 BIO 125      CHEM 123      EASC 106      BIO 208      PHYS 118	4-5	Varies	✓	
<b>Institutional Elective</b> 22 hours required for A.A. degree	CAPP 166      Excel	3	ITC 201		✓
<b>General Education Elective</b> 5 hours total required for Core 42	Choose MOTR coded course(s) of your choice with the assistance of an advisor.	3	Varies	✓	
<b>Semester 4 Total</b>		<b>16-17</b>			
<b>Total Hours at State Fair</b>		<b>64-65</b>	<i>Total Hours Applied Toward MSU Major Requirements:</i>		42

\* One credit hour course      \*\*Two 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 below for more information.

Your path to graduation may vary slightly based on factors such as college credit you earned while in high school and your choice of general education electives.

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MSU Bachelor of Science in Marketing - Marketing Management  
after State Fair Associate of Arts

Catalog Year: 2022-2023

**MSU Year 3 Semester 1**

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Marketing Management Requirement	QBA 337	Applied Business Statistics	3
COB Core Requirement	LAW 332	Debtor and Creditor Rights and Remedies	1
COB Core Requirement	MGT 340	Principles of Management	3
COB Core Requirement	FIN 380	Financial Management	3
COB Core Requirement	MKT 350	Principles of Marketing	3
<b>Semester 1 Total</b>			<b>13</b>

**MSU Year 3 Semester 2**

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

**MSU Year 4 Semester 3**

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
General Elective**	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
Marketing Management Requirement	MKT 365	Introduction to Logistics	3
Marketing Management Requirement	<b>Choose one:</b>		3
	MKT 464 MKT 474	Global Supply Chain Management International Marketing	
Marketing Management Requirement	<b>Choose one:</b>		3
	MKT 352 MKT 355	MKT 452 MKT 485	
Marketing Management Requirement	MKT 510 MKT 515	MGT 397	3
	MKT 510 MKT 515		
COB Core Requirement	ITC 429	Information Systems with Business Intelligence (for all other majors, accounting majors take ACC 341)	3
<b>Semester 3 Total</b>			<b>15</b>

**MSU Year 4 Semester 4**

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
General Elective**	Work with your MSU advisor to identify courses that will complement your specific career goals.		2
Marketing Management Requirement	<b>Choose one:</b>		3
	MKT 352 MKT 355	MKT 452 MKT 485	
Marketing Management Requirement	MKT 510 MKT 515	MGT 397	3
	MKT 510 MKT 515		
Marketing Management Requirement	MKT 472	Marketing Strategy	3
COB Core Requirement	MGT 487	Strategic Management and Policy	3
Marketing Management Requirement	MKT 410	Services Marketing	3
<b>Semester 4 Total</b>			<b>14</b>
<b>Total Hours at MSU</b>			<b>57</b>
<b>Total Hours Overall</b>			<b>121-122</b>

\*\* 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

**This information is provided as a guide only.**

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

**Important notes about this MSU major:**

- Globalization requirement – May be met by completing one of the following options: Completion of a full-semester of study away experience; Completion of three hours of foreign language as above noted; Completion of a study abroad internship; Completion of an international short-term MSU faculty-led program; Completion of three hours of foreign culture courses as above noted. The study away, study abroad internship and faculty-led program options require preapproval.
- Courses are Admission Requirements to MSU's College of Business.
- Students must get a "C" or higher, in College Algebra (State Fair's MTH 114), 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 Odenoted admission courses may be completed during the semester of admission; however, students should make every effort to complete all of the Odenoted 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.