

Date Modified:	10.12.21
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: 2021-2022



## 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.  
*This is a comprehensive major meaning it does not require completion of a minor.*

### OTC Year 1 Semester 1

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT						
<b>Institutional Requirement</b>	OTC 101	Navigating College	2	GEP 101								
<b>Program Specific Course</b>	BUS 110	Introduction to Business	3	BUS 135								
<b>Written Communications</b> 6 credit hours	<b>Choose one:</b>		3-5	ENG 110	✓	✓						
	ENG 100 ENG 101	Composition I with Support Composition I										
<b>Humanities and Fine Arts</b> 9 credit hours (Must fulfill 2 disciplines)	<b>Choose one:</b>		3	Varies	✓							
	ART 100	ASL 101					ENG 260	ENG 270	GRM 101	MUS 106	PHL 105	SPN 101
	ART 101	ASL 102					ENG 265	ENG 271	GRM 102	MUS 110	REL 100	SPN 102
	ART 105	CHN 101					ENG 240	FRN 101	MUS 101	MUS 235+▲	REL 101	THR 101
	ART 120▲	ENG 180	ENG 241	FRN 102	MUS 105	PHL 101	REL 102					
<b>Mathematical Sciences</b> 3 credit hours	<b>Choose one: ○✦</b>		3-5	Varies	✓	✓						
	MTH 130	MTH 131					MTH 140	MTH 214	MTH 230	MTH 241		
	MTH 130S	MTH 138	MTH 141	MTH 215	MTH 240							
<b>Semester 1 Total</b>			<b>14-18</b>									

### OTC Year 1 Semester 2

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT		
<b>Program Specific Course</b>	CIS 101 ○	Technology and Digital Literacy	3	ITC 200		✓		
<b>Written Communications</b> 6 credit hours	<b>Choose one:</b>		3	ENG 210 ENG 221	✓			
	ENG 102 ENG 150	Composition II Technical Writing						
<b>Social/Behavioral Sciences</b> 9 credit hours (Must fulfill 2 disciplines)	PSY 110 ○	Introduction to Psychology	3	PSY 121	✓	✓		
<b>Natural Sciences</b> 7 credit hours (Must fulfill 2 disciplines including one course with a lab component)	<b>Choose one:</b>		3-5	Varies	✓			
	BCS 115 BCS 132	BCS 165 BCS 210					BIO 100 BIO 105	BIO 135 BIO 142
<b>Program Specific Course</b>	BUS 140 ○	Business Communications	3	MGT 286		✓		
<b>Semester 2 Total</b>			<b>15-17</b>					

### OTC Year 2 Semester 3

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
<b>Social/Behavioral Sciences</b> 9 credit hours (Must fulfill 2 disciplines)	ECO 270 ○	Macroeconomics	3	ECO 155	✓	✓
<b>Humanities and Fine Arts</b> 9 credit hours (Must fulfill 2 disciplines)	<b>Choose from one group: ▲</b>		3	Varies	✓	✓
	Foreign Language Option:					
	SPN 101 SPN 102	FRN 101 FRN 102	GRM 101 GRM 102	CHN 101	-OR-	MUS 101 ENG 241
<b>Program Specific Course</b>	ACC 220 ○	Principles of Accounting	3	ACC 201		✓
<b>Program Specific Course</b>	BUS 160 ○	Business Law	3	LAW 231		✓
<b>Oral Communications</b> 3 credit hours	COM 105 ○	Public Speaking	3	COM 115	✓	✓
<b>Social/Behavioral Sciences</b> 9 credit hours <i>Civics Requirement</i>	<b>Choose one:</b>		3	Varies	✓	
	PLS 101	HST 120				
<b>Semester 3 Total</b>			<b>18</b>			

### OTC Year 2 Semester 4

REQUIREMENT DESCRIPTION	OTC COURSE ID	TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT						
<b>Humanities and Fine Arts</b> 9 credit hours (Must fulfill 2 disciplines)	<b>Choose one:</b>		3	Varies	✓							
	ART 100	ASL 101					ENG 260	ENG 270	GRM 101	MUS 106	PHL 105	SPN 101
	ART 101	ASL 102					ENG 265	ENG 271	GRM 102	MUS 110	REL 100	SPN 102
	ART 105	CHN 101					ENG 240	FRN 101	MUS 101	MUS 235+▲	REL 101	THR 101
	ART 120▲	ENG 180	ENG 241	FRN 102	MUS 105	PHL 101	REL 102					
<b>Program Specific Course</b>	ACC 225 ○	Managerial Accounting	3	ACC 211		✓						
<b>Core Elective</b> 5 hours required for Core 42	ECO 275 ○	Microeconomics	3	ECO 165	✓	✓						
<b>Core Elective</b> 5 hours required for Core 42	MTH 210 ○	Statistical Methods	3	QBA 237	✓	✓						
<b>Natural Sciences - Lab Requirement</b> 7 credit hours	<b>Choose one:</b>		4-5	Varies	✓							
	BSC 115 BSC 165	BIO 100 BIO 105					BIO 160 CHM 101	CHM 160 □ PHY 105	PHY 110 PHY 115	PHY 120 PHY 220		
<b>Semester 4 Total</b>			<b>16-17</b>									
<b>Total Hours at OTC</b>			<b>63-70</b>	<i>Total Hours Applied Toward MSU Major/Business Admission Requirements:</i>		39						

\*One credit hour course

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

✦ Must obtain a "C" or better

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

○ Fulfills a College of Business admission requirement

□ Must be taken with CHM 161 to count as a lab course. In order to fulfill the Core 42 Natural Science requirement, students must complete at least one lab course.

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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
Major Requirement	ITC 201	Computer Applications for Business	3
<b>Semester 1 Total</b>			<b>15</b>

**MSU Year 3 Semester 2**

REQUIREMENT DESCRIPTION	MSU COURSE ID	TITLE	CREDIT HOURS
Major Requirement	<b>Choose one:</b>		3
	MKT 364 MKT 450	Operations Management Supply Chain Management and Sustainability	
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
<b>Semester 2 Total</b>			<b>13</b>

**MSU Year 4 Semester 3**

REQUIREMENT DESCRIPTION	MSU COURSE ID	TITLE	CREDIT HOURS
Major Requirement	<b>Choose one:</b>		3
	MKT 380 MKT 515	Creative Advertising Contemporary Issues in Advertising and Promotion	
Major Requirement	<b>Choose one:</b>		3
	MKT 464 MKT 474	International Logistics and Global Supply Chain Management International Marketing	
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
<b>Semester 3 Total</b>			<b>14</b>

**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	<b>Choose one:</b>		3
	MKT 352	MKT 380 OR MKT 515	
Major Requirement	ITC 429	Information Systems with Business Intelligence	3
General Elective **	Work with your MSU business advisor to identify courses that will complement your specific career goals.		3
<b>Semester 4 Total</b>			<b>15</b>
<b>Total Hours at MSU</b>			<b>57</b>
<b>Total Hours Overall</b>			<b>120-127</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 (300+) to 40.

**Important notes about this MSU major:**

- Globalization requirement – marketing majors only require 3 hours of globalization due to specific program requirements.
- 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).