

*Must fulfill two disciplines



REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	QBA 337	Applied Business Statistics	3
COB Core Requirement	MKT 350	Principles of Marketing	3
COB Core Requirement	FIN 380	Financial Management	3
COB Core Requirement	MGT 340	Principles of Management	3
COB Core Requirement	ITC 201	Computer Applications for Business	3
Semester 1 Total			15

MSU Year 3 Semester 2			CREDIT HOURS
REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		
Major Requirement	MKT 360	Marketing Research	3
Major Requirement	MKT 351	Consumer Behavior	3
Major Requirement	MKT 354	Principles of Advertising	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
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Semester 2 Total			15

Requirement Description	MSU Course ID/Title			Credit Hours
Major Requirement	Choose one:			3
	MKT 380 MKT 515	Creative Advertising Contemporary Issues in Advertising and Promotion		
Major Requirement	Choose one:			3
	MKT 464 MKT 474	International Logistics and Global Supply Chain Management International Marketing		
Major Requirement	Choose one:			3
	MKT 380 OR 515	MKT 480	MKT 485 ART 100	
Major 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

Requirement Description	MSU Course ID/Title		Credit Hours
Major Requirement	MKT 472	Advanced Marketing	3
COB Core Requirement	ITC 429	Information Systems with Business Intelligence	3
COB Core Requirement	MGT 487	Strategic Management & Policy	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		5
Semester 4 Total			14
Total Hours at MSU			59
Total Hours Overall			120-126

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). GPA requirements include a minimum 2.00 Missouri State GPA and a minimum 2.5 combined GPA to apply for admission to the College of Business.

- OTC students are strongly encouraged to meet with their major specific MSU 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 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).

Date Modified:	3.14.25
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