2026-2027 Catalog Year

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

OZARKS TECHNICAL COMMUNITY COLLEGE

FINISH IN 4 GO BEARS! Missouri State

OTC Associate of Arts in Business

to

MSU Bachelor of Science in Marketing- Marketing Management (Comprehensive)

Available on campus.
Comprehensive majors do not require a minor or second major.

OTC Year 1 Semester 1

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Mathematical Sciences	MTH 130 (S) or higher (must earn a "C" or higher)		3-5	MTH 136 or higher	✓
Written Communications	**Choose one:**		3-5	ENG 110	✓
	ENG 100 ENG 101	Composition I with Support Composition I			
Program Specific Course	BUS 110	Principles of Business	3	BUS 135	
Program Specific Course	CIS 101	Technology & Digital Literacy	3	ITC 200	✓
		Semester 1 Total	**15-19**		

OTC Year 1 Semester 2

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Oral Communications	**Choose one:**		3	GEC 103 COM 115	✓
	COM 100 COM 105	Introduction to Communications Public Speaking			
Program Specific Course	BUS 140	Business Communications	3	MGT 286	✓
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Written Communications	**Choose one:**		3	ENG 210 ENG 221	
	ENG 102 ENG 150	Composition II Technical Writing			
Social/Behavioral Sciences* - Civics	**Choose one:** PLS 101 HST 120 HST 130		3	PLS 101 HST 121 HST 122	
		Semester 2 Total	**15**		

OTC Year 2 Semester 3

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Specific Course	BUS 160	Business Law	3	LAW 231	✓
Program Specific Course	ACC 220	Principles of Accounting I	3	ACC 201	✓
Social/Behavioral Sciences*	ECO 270	Principles of Macroeconomics	3	ECO 155	✓
Humanities and Fine Arts*	Choose one Humanities and Fine Arts course.		3	Varies	
Natural Sciences*	Choose one Natural Sciences LAB course.		4-5	Varies	
		Semester 3 Total	**16-17**		

OTC Year 2 Semester 4

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE		CREDIT HOURS	MSU EQUIVALENT	MSU MAJOR REQUIREMENT
Program Specific Course	ACC 225	Managerial Accounting	3	ACC 211	✓
Social/Behavioral Sciences*	ECO 275	Principles of Microeconomics	3	ECO 165	✓
Natural Sciences*	Choose one Natural Sciences course.		3	Varies	
Core Elective	PSY 110	Introduction to Psychology	3	PSY 121	✓
Core Elective	MTH 210	Statistical Methods	3	QBA 237	✓
		Semester 4 Total	**15**	*Total MSU Major Hours:*	*39-43*
		Total Hours at OTC	**61-66**		

*Must fulfill two disciplines

Missouri State
UNIVERSITY

MSU Bachelor of Science in Marketing- Marketing Management

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
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

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
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**

MSU Year 4 Semester 3

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	**Choose one:**		3
	MKT 464 MKT 474	International Logistics and Global Supply Chain Management International Marketing	
Major Requirement	**Choose one:**		3
	MGT 397 MKT 352 MKT 355 MKT 452 MKT 485 MKT 510 MKT 515		
Major Requirement	MKT 410	Services Marketing	3
Major Requirement	MKT 365	Introduction to Logistics	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
Major Requirement	**Choose one:**		3
	MGT 397 MKT 352 MKT 355 MKT 452 MKT 485 MKT 510 MKT 515		
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.		2
		Semester 4 Total	**14**
		Total Hours at MSU	**59**
		Total Hours Overall	**120-126**

**Work with your MSU advisor to identify courses that will complement your specific career goals. 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.

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), meet GPA requirements listed below, and completion of at least 10 of the 12 admission courses.

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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.

This information is provided as a guide only.

- 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:	10.6.26