

Date Modified:	6.28.22
MSU Transfer Advisor:	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.

OTC Associate of Arts in Business to

MSU Bachelor of Science in Marketing - Advertising and Promotion

Catalog Year: 2022-2023



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.

The B.S. degree may be completed on campus.

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
Institutional Requirement	OTC 101 Navigating College	2	GEP 101		
Oral Communications <i>3 credit hours for Core 42</i>	Choose one: COM 100 COM 105 COM 200	3	Varies	✓	
Written Communications <i>6 credit hours</i>	Choose one: ENG 100 Composition I with Support ENG 101 Composition I	3-5	ENG 110	✓	
Mathematical Sciences <i>3 credit hours</i>	Choose one: ◊↔ MTH 130 MTH 138 MTH 140 MTH 141 MTH 214 MTH 215 MTH 230 MTH 240 MTH 241	3-5	Varies	✓	
Humanities and Fine Arts <i>9 credit hours</i> (Must fulfill 2 disciplines)	Choose one: ART 100 ASL 101 ENG 240 ENG 270 GRM 101 MUS 105 PHL 101 REL 102 ART 101 ASL 102 ENG 241 ENG 271 GRM 102 MUS 106 PHL 105 SPN 101 ART 105 CHN 101 ENG 260 FRN 101 HUM 101 MUS 110 REL 100 SPN 102 ART 120▲ ENG 180 ENG 265 FRN 102 MUS 101 MUS 235*▲ REL 101 THR 101	3	Varies	✓	
Semester 1 Total		14-18			

OTC Year 1 Semester 2

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Program Specific Requirement	CIS 101 ◯ Technology and Digital Literacy	3	ITC 200		
Program Specific Requirement	BUS 140 ◯ Business Communications	3	MGT 286		✓
Written Communications <i>6 credit hours</i>	Choose one: ENG 102 Composition II ENG 150 Technical Writing	3	ENG 210 ENG 221	✓	
Natural Sciences - Lab Requirement <i>7 credit hours</i>	Choose one: BSC 115 BIO 100 BIO 160 CHM 160 ◻ PHY 110 PHY 120 BSC 165 BIO 105 CHM 101 PHY 105 PHY 115 PHY 220	4-5	Varies	✓	
Social/Behavioral Sciences <i>9 credit hours</i> (Must fulfill 2 disciplines)	PSY 110 ◯ Introduction to Psychology	3	PSY 121	✓	✓
Semester 2 Total		16-17			

OTC Year 2 Semester 3

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Program Specific Requirement	BUS 160 ◯ Business Law	3	LAW 231		✓
Program Specific Requirement	ACC 220 ◊ Principles of Accounting	3	ACC 201		✓
Social/Behavioral Sciences <i>9 credit hours</i> (Must fulfill 2 disciplines)	ECO 270 ◯ Macroeconomics	3	ECO 155	✓	✓
Humanities and Fine Arts <i>9 credit hours</i> (Must fulfill 2 disciplines)	Choose from one group: ▲ <i>Foreign Language Option:</i> SPN 101 FRN 101 GRM 101 CHN 101 SPN 102 FRN 102 GRM 102 -OR- <i>Foreign Culture Option:</i> MUS 101 ENG 241	3	Varies	✓	✓
Natural Sciences <i>7 credit hours</i> (Must fulfill 2 disciplines including one course with a lab component)	Choose one: BCS 115 BCS 165 BIO 100 BIO 135 BIO 160 CHM 160 PHY 110 PHY 120 BCS 132 BCS 210 BIO 105 BIO 142 CHM 101 PHY 105 PHY 115 PHY 220	3-5	Varies	✓	
Semester 3 Total		15-17			

OTC Year 2 Semester 4

REQUIREMENT DESCRIPTION	OTC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Humanities and Fine Arts <i>9 credit hours</i> (Must fulfill 2 disciplines)	Choose one: ART 100 ASL 101 ENG 240 ENG 270 GRM 101 MUS 105 PHL 101 REL 102 ART 101 ASL 102 ENG 241 ENG 271 GRM 102 MUS 106 PHL 105 SPN 101 ART 105 CHN 101 ENG 260 FRN 101 HUM 101 MUS 110 REL 100 SPN 102 ART 120▲ ENG 180 ENG 265 FRN 102 MUS 101 MUS 235*▲ REL 101 THR 101	3	Varies	✓	
Social/Behavioral Sciences <i>9 credit hours</i> <i>Civics Requirement</i>	Choose one: PLS 101 HST 120 HST 130	3	Varies	✓	
Program Specific Requirement	ACC 225 ◊ Managerial Accounting	3	ACC 211		✓
Core Elective <i>5 hours required for Core 42</i>	ECO 275 ◯ Microeconomics	3	ECO 165	✓	✓
Core Elective <i>5 hours required for Core 42</i>	MTH 210 ◯ Statistical Methods	3	QBA 237	✓	✓
Semester 4 Total		15			
Total Hours at OTC		60-67	<i>Total Hours Applied Toward MSU Major/Minor Requirements:</i>		27

◯ Fulfills a College of Business admission requirement *One credit hour course ▲ May choose only one, falls under MOTR code 'PERF'

▲ Options listed fulfill the MSU Globalization requirement, see page 2 for more information ◊ Must obtain a "C" or better

◆ Must obtain a "B" or better

◻ 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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Catalog Year: 2022-2023

MSU Bachelor of Science in Marketing - Advertising and Promotion
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
Semester 1 Total			15

MSU Year 3 Semester 2

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	Choose one:		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 Behavior	3
Major Requirement	MKT 354	Principles of Advertising	3
General Elective **	Work with your MSU business advisor to identify courses that will complement your specific career goals.		2
Semester 2 Total			15

MSU Year 4 Semester 3

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	MKT 380 OR MKT 515 (if not used above)	MKT 480 MKT 485 ART 100	3
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.		3
Semester 3 Total			15

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	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.		6
Semester 4 Total			15
Total Hours at MSU			60
Total Hours Overall			120-127

** 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.

⚡ Must obtain a "C" or better

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 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.

- 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 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).