

Date Modified:	9.7.2022
MSU Transfer Advisor:	College of Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386



Courses are sequenced to provide guidance and to help ensure that prerequisite requirements are met.
Catalog Year: 2022-2023

STLCC Associate in Arts in Business Administration to
MSU Bachelor of Science in Marketing - Advertisement and Promotion
The following is a guide to graduation with completion of STLCC's Associate in Arts in Business Administration
and MSU's Bachelor of Science in Marketing- Advertising & Promotion degree.
The B.S. degree may be completed on campus.

STLCC Year 1 Semester 1

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Written Communications 6 total credit hours	ENG 101○ College Composition I	3	ENG 110	✓	
Oral Communications 3 credit hours	COM 107○ Public Speaking	3	COM 115	✓	✓
Humanities and Fine Arts 9 total credit hours (Must fulfill 2 disciplines)	Choose one: ARA 101 CHI 101 ENG 204 FRE 101 HUM 109 MCM 131 MUS 212 SPA 101 ART 100 CHI 102 ENG 205 FRE 102 HUM 110 MUS 103 PHL 101 SPA 102 ART 101 DCS 104 ENG 211 GER 101 ITL 104 MUS 113 PHL 102 THT 101 ART 102 DCS 105 ENG 216 GER 102 JPN 101 MUS 114 PHL 103 ART 103 ENG 201 ENG217 HST 115 JPN 102 MUS 128 PHL 104 ART 169 ENG 202 ENG 231 HST 128 MCM 130 MUS 211 PHL 117 Performance Options▲: ART 109 ART 275 ENG 233 MUS 147 MUS 237 ART 113 COM 111 MUS 131 MUS 231 THT 102 ART 115 ENG 110 MUS 132 MUS 232 THT 108 ART 116 ENG 114 MUS 134 MUS 234 ART 165 ENG 224 MUS 135 MUS 235 ART 172 ENG 225 MUS 146 MUS 236	3	Varies	✓	
Mathematical Sciences 3 credit hours	MTH 160 MTH 160○	3	MTH 136	✓	✓
Social/Behavioral Sciences 9 total credit hours (Must fulfill 2 disciplines)	PSY 200○ General Psychology	3	PSY 121	✓	✓
Semester 1 Total		16			

STLCC Year 1 Semester 2

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Social/Behavioral Sciences 9 total credit hours (Must fulfill 2 disciplines)	ECO 151○ Principles of Macroeconomics	3	ECO 155	✓	✓
Program Requirement	ACC 110○ Financial Accounting I	4	ACC 201		✓
Written Communications 6 total credit hours	ENG 102 Composition II	3	ENG 210	✓	✓
Natural Sciences 7 total credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one: BIO 109 BIO 117 BIO 154 GEG 103 GEO 103 PSI 101 PSI 123 BIO 113 BIO 151 DIT 115 GEO 100 GEO 113 PSI 111	3	Varies	✓	
Program Requirement	BUS 104 Introduction to Business Administration	3	MGT 000		
Semester 2 Total		16			

STLCC Year 2 Semester 3

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Core Elective 5 total hours required for Core 42	ECO 152 ○ Principles of Microeconomics	3	ECO 165	✓	✓
Social/Behavioral Sciences 9 total credit hours (Civics Requirement)	Choose one: HST 101 United States History to 1865 HST 102 United States History from 1865 to the Present HST 137 African American History through Reconstruction HST 138 African American History from Reconstruction to the Present PSC 101 Introduction to American Politics	3	HST 121 HST 122 AAS 100 HST 332 PLS 101	✓	
Natural Sciences 7 total credit hours (Must fulfill 2 disciplines including one course with a lab component)	Choose one: BIO 106 BIO 111 BIO 140 CHM 101 CHM 109 GEO 111 PHY 122 BIO 110 BIO 124 BIO 207 CHM 105 GEO 100/101 PHY 111 PSI111/PSI 115 PSI 125	4-5	Varies	✓	
Humanities and Fine Arts 9 total credit hours (Must fulfill 2 disciplines)	Choose one: <i>Foreign Language Option: 4 credit hours</i> CHI 101 FRE 101 GER 101 ITL 104 JPN 101 SPA 101 CHI 102 FRE 102 GER 102 ITL 104 JPN 102 SPA 102 <i>Foreign Culture Option: 3 credit hours</i> ENG 211 PHL 103	3-4	Varies	✓	
Program Requirement	ACC 114○ Managerial Accounting	3	ACC 211		✓
Semester 3 Total		16-18			

STLCC Year 2 Semester 4

REQUIREMENT DESCRIPTION	STLCC COURSE ID/TITLE	CREDIT HOURS	MSU EQUIVALENT	MEETS CORE 42	MSU MAJOR REQUIREMENT
Elective	BLW 201○ Legal Environment of Business	3	LAW 231		✓
Program Requirement	BUS 201○ Elementary Business Statistics	3	QBA 237		✓
Humanities and Fine Arts 9 total credit hours (Must fulfill 2 disciplines)	Choose one: ARA 101 CHI 101 ENG 204 FRE 101 HUM 109 MCM 131 MUS 212 SPA 101 ART 100 CHI 102 ENG 205 FRE 102 HUM 110 MUS 103 PHL 101 SPA 102 ART 101 DCS 104 ENG 211 GER 101 ITL 104 MUS 113 PHL 102 THT 101 ART 102 DCS 105 ENG 216 GER 102 JPN 101 MUS 114 PHL 103 ART 103 ENG 201 ENG217 HST 115 JPN 102 MUS 128 PHL 104 ART 169 ENG 202 ENG 231 HST 128 MCM 130 MUS 211 PHL 117 Performance Options▲: ART 109 ART 275 ENG 233 MUS 147 MUS 237 ART 113 COM 111 MUS 131 MUS 231 THT 102 ART 115 ENG 110 MUS 132 MUS 232 THT 108 ART 116 ENG 114 MUS 134 MUS 234 ART 165 ENG 224 MUS 135 MUS 235 ART 172 ENG 225 MUS 146 MUS 236	3	Varies	✓	
Elective	IS 116○ Computer Literacy	3	ITC 200		✓
Core Elective 5 total hours required for Core 42	Choose MOTR coded course(s) of your choice with the assistance of an advisor.	2	Varies	✓	
Semester 4 Total		14			
Total Hours at STLCC		61-63		<i>Total Hours Applied Toward MSU Major Requirements:</i>	34

○ Course is prerequisite for required courses at MSU

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

Date Modified:	9.7.2022
MSU Transfer Advisor:	College of Business Advisement Center BusinessAdvisement@MissouriState.edu 417-836-5386



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

Catalog Year: 2022-2023

MSU Bachelor of Science in Marketing - Advertisement and Promotion
after STLCC Associate of Arts in Business Administration

MSU Year 3 Semester 1

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Admission Requirement	MGT 286	Business Communications	3
Core Requirement	ITC 201	Computer Applications for Business	3
Core Requirement	MKT 350	Principles of Marketing	3
Major Requirement	QBA 337	Applied Business Statistics	3
Core/Capstone Requirement	MGT 340	Principles of Management	3
Semester 1 Total			15

MSU Year 3 Semester 2

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	MKT 354	Principles of Advertising	3
Major Requirement	MKT 360	Marketing Research	3
Major Requirement	FIN 380	Financial Management	3
Major Requirement	MKT 351	Consumer Market Behavior	3
Core Requirement	Choose one:		3
	MKT 364 MKT 450	Operations Management Supply Chain Management and Sustainability	
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	
Core Requirement	LAW 332	Debtor and Creditor Rights and Remedies	1
Major Requirement	MKT 510	Digital and Social Media Marketing	3
Major Requirement	MKT 456	Advanced Advertising	3
Major Requirement	Choose one:		3
	MKT 380 MKT 515	Creative Advertising Contemporary Issues in Advertising/Promotion	
Semester 3 Total			13

MSU Year 4 Semester 4

REQUIREMENT DESCRIPTION	MSU COURSE ID/TITLE		CREDIT HOURS
Major Requirement	MKT 472	Advanced Marketing	3
Major Requirement	Choose one:		3
	MKT 380 OR MKT 515	MKT 480 MKT 485 ART 100	
Core Requirement	ITC 429	Information Systems with Business Intelligence	3
Core Requirement	MGT 487	Strategic Management and Policy	3
General Elective **	Work with your MSU advisor to identify courses that will complement your specific career goals.		3
Semester 4 Total			15
Total Hours at MSU			58
Total Hours Overall			120-123

** 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.

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.

-STLCC students are strongly encouraged to meet with their major specific MSU transfer advisor early in their STLCC education to discuss the most appropriate STLCC 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

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 noted above; 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 noted above. The study away, study abroad internship, and faculty-led program options require pre-approval.

-Students must get a "C" or higher in College Algebra (STLCC's MTH 160), if ACC 201 & QBA 237 are taken at MSU.

-Admission to the College of Business is separate from admission to the University. Student 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 denoted admission courses may be completed during the semester of admission; however, students should make every effort to complete all denoted courses prior to admission to the College of Business.