# Ozarks Technical Community College

OTC Associate of Arts in Business to MSU Bachelor of Science in Marketing - Advertising and Promotion

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. Courses are sequenced to provide guidance and to help ensure that prerequisite requirements are met. Catalog Year: 2022-2023. Date Modified: 6.28.22.

MSU Transfer Advisor: Business Advisement Center, [BusinessAdvisement@MissouriState.edu](mailto:BusinessAdvisement@MissouriState.edu), 417-836-5386

Finish in 4 Go Bears Missouri State University

### OTC Year 1 Semester 1

Institutional Requirement

* OTC Course ID/Title: OTC 101 Navigating College
* Credit Hours: 2
* MSU Equivalent: GEP 101
* Meets Core 42: No
* MSU Major Requirement: No

Oral Communications – 3 credit hours for Core 42

* OTC Course ID/Title: COM 100, COM 105, COM 200
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Written Communications - 6 credit hours

* OTC Course ID/Title: Choose one: ENG 100 Composition 1 with support, ENG 101 Composition 1
* Credit Hours: 3-5
* MSU Equivalent: ENG 110
* Meets Core 42: Yes
* MSU Major Requirement: No

Mathematical Sciences – 3 credit hours

* OTC Course ID/Title: Choose one: MTH 130, MTH 130S, MTH 131, MTH 138, MTH 140, MTH 141, MTH 214,  
  MTH 215, MTH 230, MTH 240, MTH 241
* Credit Hours: 3-5
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Humanities and Fine Arts - 9 credit hours (Must fulfill 2 disciplines)

* OTC Course ID/Title: Choose one: ART 100, ART 101, ART 105, ART 120▲, ASL 101, ASL 102, CHN 101, ENG 180,  
  ENG 240, ENG 241, ENG 260, ENG 265, ENG 270, ENG 271, FRN 101, FRN 102, GRM 101, GRM 102, HUM 101,  
  MUS 101, MUS 105, MUS 106, MUS 110, MUS 235\*▲, PHL 101, PHL 105, REL 100, REL 101, REL 102, SPN 101,  
  SPN 102, THR 101
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Semester 1 Total = 14-18 credit hours

### OTC Year 1 Semester 2

Program Specific Requirement

* OTC Course ID/Title: CIS 101🔾 Technology and Digital Literacy
* Credit Hours: 3
* MSU Equivalent: ITC 200
* Meets Core 42: No
* MSU Major Requirement: No

Program Specific Requirement

* OTC Course ID/Title: BUS 140🔾 Business Communications
* Credit Hours: 3
* MSU Equivalent: MGT 286
* Meets Core 42: No
* MSU Major Requirement: Yes

Written Communications - 6 credit hours

* OTC Course ID/Title: Choose one: ENG 102 Composition 2, ENG 150 Technical Writing
* Credit Hours: 3
* MSU Equivalent: ENG 210, ENG 221
* Meets Core 42: Yes
* MSU Major Requirement: No

Natural Sciences – Lab Requirement

* OTC Course ID/Title: Choose one BSC 115, BSC 165, BIO 100, BIO 105, BIO 160, CHM 101, CHM 160❑,  
  PHY 105, PHY 110, PHY 115, PHY 120, PHY 220
* Credit Hours: 4-5
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Social/Behavioral Sciences - 9 credit hours - (Must fulfill 2 disciplines)

* OTC Course ID/Title: PSY 110 🔾 Introduction to Psychology
* Credit Hours: 3
* MSU Equivalent: PSY 121
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Semester 2 Total = 16-17 credit hours

### OTC Year 2 Semester 3

Program Specific Requirement

* OTC Course ID/Title: BUS 160🔾 Business Law
* Credit Hours: 3
* MSU Equivalent: LAW 231
* Meets Core 42: No
* MSU Major Requirement: Yes

Program Specific Requirement

* OTC Course ID/Title: ACC 220🔾🞜 Principles of Accounting
* Credit Hours: 3
* MSU Equivalent: ACC 201
* Meets Core 42: No
* MSU Major Requirement: Yes

Social/Behavioral Sciences - 9 credit hours - (Must fulfill 2 disciplines)

* OTC Course ID/Title: ECO 270 Macroeconomics
* Credit Hours: 3
* MSU Equivalent: ECO 155
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Humanities and Fine Arts – 9 credit hours - (Must fulfill 2 disciplines including)

* OTC Course ID/Title: Choose one from one group: ⮙ Foreign Language Option: SPN 101, SPN 102, FRN 101, FRN 102, GRM 101, GRM 102, CHN 101 -OR- Foreign Culture Option: MUS 101, ENG 241
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Natural Sciences – 7 credit hours - (Must fulfill 2 disciplines including one course with a lab component)

* OTC Course ID/Title: Choose one BCS 115, BCS 132, BCS 165, BCS 210, BIO 100, BIO 105, BIO 135, BIO 142, BIO 160, CHM 101, CHM 160, PHY 105, PHY 110, PHY 115, PHY 120, PHY 220
* Credit Hours: 3-5
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Semester 3 Total = 15-17 credit hours

### OTC Year 2 Semester 4

Humanities and Fine Arts - 9 credit hours (Must fulfill 2 disciplines)

* OTC Course ID/Title: Choose one: ART 100, ART 101, ART 105, ART 120▲, ASL 101, ASL 102, CHN 101, ENG 180, ENG 240, ENG 241, ENG 260, ENG 265, ENG 270, ENG 271, FRN 101, FRN 102, GRM 101, GRM 102, HUM 101, MUS 101, MUS 105, MUS 106, MUS 110, MUS 235\*▲, PHL 101, PHL 105, REL 100, REL 101, REL 102, SPN 101, SPN 102, THR 101
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Social/Behavioral Sciences - 9 credit hours for Core 42 – Civics Requirement

* OTC Course ID/Title: PLS 101, HST 120, HST 130
* Credit Hours: 3
* MSU Equivalent: Varies
* Meets Core 42: Yes
* MSU Major Requirement: No

Program Specific Requirement

* OTC Course ID/Title: ACC 225🔾🞜 Managerial Accounting
* Credit Hours: 3
* MSU Equivalent: ACC 211
* Meets Core 42: No
* MSU Major Requirement: Yes

Core Elective – 5 hours required for Core 42

* OTC Course ID/Title: ECO 275🔾 Microeconomics
* Credit Hours: 3
* MSU Equivalent: ECO 165
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Core Elective – 5 hours required for Core 42

* OTC Course ID/Title: MTH 210🔾 Statistical Methods
* Credit Hours: 3
* MSU Equivalent: QBA 237
* Meets Core 42: Yes
* MSU Major Requirement: Yes

Semester 4 Total = 15  
Total Hours at OTC = 60-67  
Total Hours Applied Toward MSU Major Requirements: 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 fulfil the Core 42 Natural Science requirement, students must complete at least one lab course.

# Missouri State University

MSU Bachelor of Science in Marketing - Advertising and Promotion after OTC Associate of Arts in Business

Date Modified: 6.28.22  
MSU Transfer Advisor: Business Advisement Center, [BusinessAdvisement@MissouriState.edu](mailto:BusinessAdvisement@MissouriState.edu), 417-836-5386

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

Catalog Year: 2022-23

### MSU Year 3 Semester 1

Major Requirement

* MSU Course ID/Title: QBA 337 Applied Business Statistics
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 350 Principles of Marketing
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: FIN 380 Financial Management
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MGT 340 Principles of Management
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: ITC 201 Computer Applications for Business
* Credit hours: 3

Semester 1 Total: 15 Credit Hours

### MSU Year 3 Semester 2

Major Requirement

* MSU Course ID/Title: Choose one: MKT 364 Operations Management, MKT 450 Supply Chain Management and Sustainability
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: LAW 332 Debtor and Creditor Rights and Remedies
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 360 Marketing Research
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 351 Consumer Behavior
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 354 Principles of Advertising
* Credit hours: 3

General Elective\*\*

* MSU Course ID/Title: Work with your MSU business advisor to identify courses that will complement your specific career goals.
* Credit hours: 2

Semester 2 Total: 15 Credit Hours

### MSU Year 4 Semester 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 380 Creative Advertising, MKT 515 Contemporary Issues in Advertising and Promotion
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 464 International Logistics and Global Supply Chain Management, MKT 474 International Marketing
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: Choose one: MKT 456 Advanced Advertising
* Credit hours: 3

General Elective\*\*

* MSU Course ID/Title: Work with your MSU advisor to identify courses that will complement your specific career goals.
* Credit hours: 3

Semester 3 Total: 15 Credit Hours

### MSU Year 4 Semester 4

Major Requirement

* MSU Course ID/Title: MGT 487 Strategic Management and Policy
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: MKT 472 Advanced Marketing
* Credit hours: 3

Major Requirement

* MSU Course ID/Title: ITC 429 Information Systems with Business Intelligence
* Credit hours: 3

General Elective\*\*

* MSU Course ID/Title: Work with your MSU advisor to identify courses that will complement your specific career goals.
* Credit hours: 6

Semester 4 Total: 15 Credit Hours  
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).