

TRULASKE COLLEGE OF BUSINESS

Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning FALL 2008

GENERAL PROGRAM REQUIREMENTS

A full list of available courses can be found at

<http://generaleducation.missouri.edu/about/distribution.html#courses> (select **Distribution of Content List**)

STATE REQUIREMENT (3)
IN GOV'T OR HISTORY

Bio, Phys, or *Math Sciences (9 HOURS)
(1 class must be a lab)

HUMANITIES (9 HOURS)

ELECTIVES (11 HOURS)

BEHAVIORAL and SOCIAL
SCIENCES (9 HOURS)

Fulfilled by degree
specific courses

*** Math Sciences do not include Math/Stat courses used to fulfill other degree specific requirements.**



**One
humanity
or science
must be
2000-level
or above.**

MARKETING

UPPER LEVEL ADMISSION COURSES (28 HOURS)

- | | |
|------------------------------|----------------------|
| _____ Accy 2036 or 2136H (3) | _____ Math 1100 (3)* |
| _____ Accy 2037 or 2137H (3) | _____ Math 1300 (3)- |
| _____ Econ 1014 or 1024 (3) | _____ Math 1320 (3)- |
| _____ Econ 1015 (3) | _____ Mgmt 1010 (1) |
| _____ English 1000 (3)* | _____ Stat 2500 (3)* |

Econ 1051H meets the requirement of both Econ 1014 and 1015.

*Courses must be completed with a C- or better to fulfill requirement

-Needs a C- in Math 1320 or Math 1300

Complete Professional Development (PD) requirements-See Advisor for details

REQUIRED CORE COURSES (24 HOURS)

- | | |
|---|---------------------|
| _____ Accy 2258 OR CS 1040 OR CS 1050 (3) | |
| _____ Econ 3229 OR Econ 3251 (3) | _____ Mgmt 3000 (3) |
| _____ Finan 3000 (3) | _____ Mgmt 3540 (3) |
| _____ Mktg 3000 (3) | _____ Stat 3500 (3) |
| _____ PDP Course (3) | |

REQUIRED MARKETING COURSES (9 HOURS)

- | |
|---|
| _____ Mktg 4050 (3) (p – 3000; Stat 3500; jr. standing) |
| _____ Mktg 4000 (3) (p – 3000; jr standing) |
| _____ Mktg 4940 or 4980 (3) (Practicum course) |

ADDITIONAL MARKETING COURSES (12 HOURS)

- | | |
|---|--|
| _____ Mktg 4201 (3) (p – 3000; jr. standing; or instructor's consent) | _____ Mktg 4550 (3) (p – 3000; jr. standing) |
| _____ Mktg 4220 (3) (p – 3000; jr. standing) | _____ Mktg 4650 (3) (p – 3000; jr. standing) |
| _____ Mktg 4250 (3) (p – 3000; jr. standing) | _____ Mktg 4720 (3) (p – 3000; jr. standing) |
| _____ Mktg 4350 (3) (p – 3000; jr. standing) | _____ Mktg 4750 (3) (p – 3000; jr. standing) |
| _____ Mktg 4380 (3) (p – 3000; jr. standing) | _____ Mktg 4880 (3) (p – 3000; jr. standing) |
| _____ Mktg 4420 (3) (p - 3000; jr. standing) | _____ *Mktg 3942, 3985, 4185, or 4940 (3) |
| _____ Mktg 4450 (3) (p – 3000; jr. standing) | |

*Can only take one of these courses to fulfill Addit. MKTG

EMPHASIS SUPPORT COURSES (12 HOURS)

SELECTED WITH ACADEMIC ADVISOR. SEE BACK OF PAGE FOR OPTIONS. ONLY 6 HOURS FROM MARKETING CAN BE USED.



Two Writing Intensive (WI) courses:

*** One in the College of Business:**
See your advisor

_____ (3)

*** One outside the College of Business:**

_____ (3)

SENIOR CAPSTONE (3 HOURS)

_____ **Mgmt 4970** (3) (p – Mgmt 3000, Mktg 3000, Fin 3000, sr. standing, admission to CoB Upper Level, and 93 credit hours earned) Must receive C- or better

TOTAL: 120 CREDIT HOURS

EMPHASIS SUPPORT COURSES - MARKETING

- **Any 2000+ courses in:** Astronomy, Biochemistry, Biological Engineering, Biological Studies, Chemical Engineering, Chemistry, Civil & Environmental Engineering, Computer Science, Electrical & Computer Engineering, Geography, Industrial & Manufacturing Systems, Mathematics, Mechanical & Aerospace Engineering, Physics
- **Any 2300+ courses in:** Chinese, French, German, Hebrew, Italian, Japanese, Korean, Portuguese, Romance Languages, Russian, Spanish
- **Any 3000+ courses in:** Accountancy, Agricultural Economics, Anthropology, Communication, Economics, Food Science, Hotel & Restaurant Management, Philosophy, Psychology, Rural Sociology, Sociology, Statistics
- **Any 4000+ courses in:** Architectural Studies, Atmospheric Sciences, Black Studies, English, Environmental Studies, Finance, Fisheries & Wildlife, Forestry, History, Information Science & Learning Technologies, Interdisciplinary Studies, International Studies, Journalism, Linguistics, Management, Natural Resources, Parks Recreation & Tourism, Political Science, Religious Studies, Soil Science, Textile and Apparel Management, Women's & Gender Studies
- **Other 3000+ level courses** taken in fulfillment of requirements for an official minor or a dual major.
- **Any of the specific courses listed below.**
- **NOTE:** Only courses not used to fulfill other Marketing, College of Business, or General Education requirements (except some WI) qualify as professional electives.



**MANY CLASSES HAVE PREREQUISITES.
CHECK YOUR CATALOG BEFORE REGISTERING.**

___ CHINSE 2160 Chinese Conversation and Composition
___ COMMUN 1200 Introduction to Speech Communication
___ ENGLSH 2030 Professional Writing
___ FRENCH 2100 Elementary French III
___ FRENCH 2160 Intermediate French Composition and Conversation
___ GERMAN 2100 Elementary German III
___ GERMAN 2160 German Conversation and Composition I
___ HIST 3820 Twentieth Century China
___ ITAL 2160 Intermediate Composition and Conversation
___ JAPNSE 2160 Japanese Conversation and Composition
___ MATH 1360 Geometric Concepts
___ MATH 1700 Calculus II
___ MATH 1800 Introduction to Analysis I
___ MRKTNG 3942 International Business Internship*
___ MRKTNG 3985 Problems in International Business*
___ MRKTNG 4185 Problems in Marketing*

___ MRKTNG 4940 Marketing Practicum*
___ PHIL 2420 Ethical Issues in Business
___ PHIL 2600 Rational Decisions
___ PHIL 2700 Mathematical Logic
___ POL SC 2700 Comparative Political Systems
___ POL SC 2800 Introduction to Political Theory
___ PORT 2160 Intermediate Portuguese
___ PORT 2170 Portuguese Conversation
___ PSYCH 2310 Social Psychology
___ PSYCH 2320 Introduction to Personality
___ RUSS 2130 Second-Year Russian I
___ RUSS 2160 Second-Year Russian II
___ SAST 3130 Advanced Hindi Reading I
___ SAST 3160 Advanced Hindi Reading II
___ SPAN 2100 Elementary Spanish III
___ SPAN 2160 Intermediate Spanish Composition and Conversation

***A maximum of six credits from these four courses can be counted towards emphasis support courses.**

Keep in Mind . . .

Each class can only fulfill one requirement, except the WI requirement and the 2000+ level class in a humanity or science.

For Example:

Math 1300 cannot count as both a "General Education" course and as an "Upper Level Admission" course.

BUT . . .

German 2310 WI can count as both as a humanity, a writing intensive course (outside the College of Business), and fulfill the 2000+ level humanity/science requirement.

Trulaske College of Business Undergraduate Programs Office, 111 Cornell Hall