

TRULASKE COLLEGE OF BUSINESS

Bachelor of Science in Business Administration - Emphasis in MARKETING Beginning FALL 2005

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) Bio, Phys, or *Math Sciences (9 HOURS) HUMANITIES (9 HOURS)
 IN GOV'T OR HISTORY (1 class must be a lab)

ELECTIVES (14-19 HOURS)

BEHAVIORAL and SOCIAL
 SCIENCES (9 HOURS)

Fulfilled by degree
 specific courses



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

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

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

REQUIRED CORE COURSES (21 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)

REQUIRED MARKETING COURSES (6 HOURS)

_____ Mktg 4050 (3) (p – 3000; Stat 3500; jr. standing)
 _____ Mktg 4000 (3) (p – 3000; jr standing)

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	___ MRKTNG 4940 Marketing Practicum*
___ COMMUN 1200 Introduction to Speech Communication	___ PHIL 2420 Ethical Issues in Business
___ ENGLSH 2030 Professional Writing	___ PHIL 2600 Rational Decisions
___ FRENCH 2100 Elementary French III	___ PHIL 2700 Mathematical Logic
___ FRENCH 2160 Intermediate French Composition and Conversation	___ POL SC 2700 Comparative Political Systems
___ GERMAN 2100 Elementary German III	___ POL SC 2800 Introduction to Political Theory
___ GERMAN 2160 German Conversation and Composition I	___ PORT 2160 Intermediate Portuguese
___ HIST 3820 Twentieth Century China	___ PORT 2170 Portuguese Conversation
___ ITAL 2160 Intermediate Composition and Conversation	___ PSYCH 2310 Social Psychology
___ JAPNSE 2160 Japanese Conversation and Composition	___ PSYCH 2320 Introduction to Personality
___ MATH 1360 Geometric Concepts	___ RUSS 2130 Second-Year Russian I
___ MATH 1700 Calculus II	___ RUSS 2160 Second-Year Russian II
___ MATH 1800 Introduction to Analysis I	___ SAST 3130 Advanced Hindi Reading I
___ MRKTNG 3942 International Business Internship*	___ SAST 3160 Advanced Hindi Reading II
___ MRKTNG 3985 Problems in International Business*	___ SPAN 2100 Elementary Spanish III
___ MRKTNG 4185 Problems in Marketing*	___ 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