Bachelor of Science in Business Administration Degree
Marketing Emphasis Area
Four Year Plan

Students must have 42 hours of General Education coursework. Courses listed in **bold** print count toward the 42 hours. A list of applicable General Education and State Requirement courses are posted on the College of Business Administration webpage or are available in the Academic Advising Office. Courses in *italics* count toward the Good Standing policy.

**FIRST SEMESTER**

**MATH 1030 College Algebra**
**ENGL 1100 Freshman Composition**
BA 1000 Introduction to Business*
State Requirement Course
Managing Information Skills Goal**

**SECOND SEMESTER**

**MATH 1100 Basic Calculus**
**ECON 1001 Microeconomics**
Social/Behavioral Sciences Knowledge Goal
Humanities/Fine Arts Goal
**INFSYS 2800 Information Systems Concepts & Apps**

**THIRD SEMESTER**

**MATH 1105 Basic Probability & Statistics**
Communicating Skill course
**ACCTNG 2400 Fundamentals of Financial Acct.**
**ECN 1002 Macroeconomics**
Humanities/Fine Arts Goal

**FOURTH SEMESTER**

**ACCTNG 2410 Managerial Accounting**
**BUS AD 2900 Legal Environment of Business**
**LOG OM 3300 Business Statistics**
Humanities/Fine Arts Goal
Life/Natural Sciences Goal (Lecture only)

**FIFTH SEMESTER**

LOG OM 3320 Operations Management
MKTG 3700 Basic Marketing
**ENGL 3120 Business Writing**
Cultural Diversity Course
Non-Business Approved Elective

**SIXTH SEMESTER**

FINANCE 3500 Financial Management
MKTG 4219 Strategic Mgmt/ MGMT 4220 Bus. Test
Marketing Elective***
Global Awareness Course
Social Science Course

**SEVENTH SEMESTER**

Marketing Elective***
Marketing Elective***
Global Awareness Course
Non-Business Approved Elective
Non-Business Approved Elective

**EIGHTH SEMESTER**

MKTG 4219 Strategic Mgmt/ MGMT 4220 Bus. Test
Marketing Elective***
MKTG 4700 Marketing Management
Junior/Senior Level Business Elective
Non-Business Approved Elective

*BA 1000: Introduction to Business is not a required course, but students are **strongly** encouraged to take it during their Freshmen year.

** INFSYS 1800 Computers and Information Systems meets this requirement and is a prerequisite for IS 2800: Information Systems Concepts and Applications. This prerequisite can be waived by exam. See Website: [http://mis.umsl.edu/1800waiverrequest.html](http://mis.umsl.edu/1800waiverrequest.html)

*** 12 Hours Marketing Electives to be selected from: (Minimum 12 hours, maximum 24 hours within the 120 hour degree program.)

- MKTG 3710 Consumer Behavior
- MKTG 3720 Management of Promotion
- MKTG 3721 Internet Marketing
- MKTG 3740 Marketing Research
- MKTG 3741 Quantitative Marketing Methods
- MKTG 3750 Sales Management
- MKTG 3760 Business to Business Marketing
- MKTG 3771 Traffic and Transportation Management
- MKTG 3780 International Marketing
- MKTG 3790 Internship in Marketing
- MKTG 3798 Topic: Aviation in American Life
- MKTG 3798 Topic: Domestic Transportation
- MKTG 3798 Topic: Economics of Transportation
- MKTG 3798 Topic: Railroads in American Life
- MKTG 3798 Topic: Seminar in International Marketing

MKTG 3795/3798 Business Administration Problems/Seminar and MKTG 3799, Independent Study are restricted to those offered and approved by the area faculty and area coordinator.