



Business Administration BS

with an emphasis in Marketing

The BSBA with an emphasis in Marketing is designed to prepare students to market products, services, and experiences, opening up to job opportunities in business and nonprofit organizations, including everything from healthcare to museums, religious institutions, universities, and retirement homes. Marketing and new technology go hand-in-hand, so it always involves the latest smartphone techniques, digital innovations, and social media trends.

Career Outlook

Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2019 to 2029, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.

Future Career Options

- Account Executive
- Brand Manager
- Content Marketing Manager
- Database Marketing
- Digital Content Specialist
- Email Marketer
- Marketing Analyst
- Marketing Communications Director
- Marketing Promotions Manager
- Procurement Manager
- SEO Manager

Skills Developed By Degree Completion

- Create, manage, and execute the communications function via advertising, public relations, and the many newly emerging digital tools
- Conduct marketing analytics, conduct SWOT analysis, and use statistical packages to solve marketing problems
- Demonstrate creativity via producing marketing content and organizing events
- Develop and leverage technology to develop and evaluate social media strategies
- Exhibit a wide range of marketing soft skills including leadership, organization, critical thinking, and public speaking

Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.

IT STARTS RIGHT NOW

This is a sample academic map for the courses to take each academic semester/session. This map is not a substitute for academic advisement. Contact your advisor when making final selections.



UNIVERSITY STUDIES

University studies is required for all first-year students and those with less than 24 credit hours.



MILESTONE COURSES

Milestone courses should be taken in the order shown to ensure you stay on a timely and accurate path toward graduation.



SUMMER AND INTERSESSION COURSES

Don't forget that summers and winter breaks are a way to fast-track your route to degree completion – and lighten your load during fall and spring!

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2025-2026 4-YEAR ACADEMIC MAP

Bachelor of Science in Business Administration with an emphasis in Marketing

Year

1

FALL SEMESTER (16 credit hours)

BUS AD 1000: Introduction to Business (3) or ENT 1100: Introduction to Entrepreneurship (3)

ENGL 1100: First-Year Writing (3)

INFSYS 1800: Computers and Information Systems (3)

MATH 1030: College Algebra (3)

GEN ED EXPLORE: Humanities and Fine Arts (3)

INTDSC 1003: University Studies (1)

SPRING SEMESTER (15 credit hours)

BUS AD 1107: Quantitative Methods (3) or MATH 1100: Basic Calculus (3)

ECON 1001: Principles of Microeconomics (3)

INFSYS 2800: Information Systems Concepts and Applications

GEN ED EXPLORE: Humanities and Fine Arts (3)

GEN ED EXPLORE: Math and Life/Natural Sciences (3)



Check once completed

Year

2

FALL SEMESTER (15 credit hours)

ACCTNG 2400: Fundamentals of Financial Accounting (3)

ECON 1002: Principles of Macroeconomics (3)

MATH 1105: Basic Probability and Statistics (3)

GEN ED CORE: Communication Proficiency (3)

GEN ED CORE: US History and Government (3)

SPRING SEMESTER (15 credit hours)

ACCTNG 2410: Managerial Accounting (3)

BUS AD 2900: Legal Environment of Business (3)

SCMA 3301: Introduction to Supply Chain Management (3)

GEN ED EXPLORE: Humanities and Fine Arts (3)

Global Perspectives Requirement (3)



Year

3

FALL SEMESTER (15 credit hours)

ENGL 3120: Business Writing (3)

ENT 3100: Applications of Entrepreneurship (3)

MKTG 3700: Principles of Marketing (3)

SCMA 3300: Business Analytics and Statistics (3)

Elective (3)

SPRING SEMESTER (15 credit hours)

FINANCE 3500: Financial Management (3)

MGMT 3600: Management and Organizational Behavior (3)

Marketing Elective (3)

Elective (3)

Elective (3)



Year

4

FALL SEMESTER (15 credit hours)

MKTG 3740: Marketing Analysis (3)

Marketing Elective (3)

Marketing Elective (3)

Global Awareness Course (3)

Elective (3)

SPRING SEMESTER (14 credit hours)

MGMT 4219: Strategic Management (3) and MGMT 4220: Business Assessment (0)

MKTG 4700: Marketing Management (3)

Global Awareness Course (3)

Marketing Elective (3)

Elective (2)

