

Program Change Request

Date Submitted: 02/15/26 12:26 pm

Viewing: **BUSAD-EM6 : Business Administration**

BS, Marketing Emphasis

Last approved: 12/17/20 8:31 am

Last edit: 02/15/26 12:26 pm

Changes proposed by: Shaji Khan (khanshaj)

Catalog Pages Using
this Program

[Business Administration BS, Marketing Emphasis](#)

Initiator:
6490

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Program Code

BUSAD-EM6

In Workflow

1. S006300 Chair
2. Curricular
Alignment Check
3. Academic Affairs
Program
Preapproval
4. SBUSN
Undergraduate
Assoc Dean
5. SBUSN Dean
6. Senate C&I
7. Senate C&I Editing
8. FacultySenate
9. Academic Affairs
10. Registrar Programs

Approval Path

1. 02/16/26 7:35 am
Perry Drake
(drakep): Approved
for S006300 Chair
2. 02/19/26 9:58 am
Keeta Holmes
(holmeskm):
Approved for
Curricular
Alignment Check
3. 02/19/26 10:09 am
Betsy Sampson
(sampsone):
Approved for
Academic Affairs
Program
Preapproval

Learning Outcomes

Marketing - Analyze and interpret data using traditional and AI-based tools to guide evidence-based decisions. (Marketing Analytics)

Marketing - Design comprehensive marketing plans that integrate data, technology, and consumer insights to achieve organizational objectives. (Strategic Integration)

Attachments [bsba-mktg-emphasis-curriculum-map.xlsx](#)

This program will be developed with the intention of delivery in the following delivery modes (choose all that apply)

[Face to face](#)

[Hybrid \(27%-49% of program coursework offered online\)](#)

[UMSL Online \(50-74% of program coursework offered online\)](#)

[Missouri Online \(75% or more of program coursework offered online and participates in Missouri Online\)](#)

Justification for request:

The changes are part of the broader Bachelor of Science in Business Administration (BSBA) program redesign effort. Emphasis Area modifications are intended to enhance the program's focus on career development, ensuring that students gain skills that are directly applicable to various business functional domains. Additionally, the revisions support compliance with the new Missouri Core-60 regulations. This alignment facilitates smoother transfer pathways for students transitioning from two-year institutions into the BSBA program. The changes ensure alignment with industry needs in marketing and the new structure/courses reflects career relevant changes in the field. MKTG 3721 Digital Strategies is now required as it establishes digital marketing and technology fluency for the students. MKTG 3741 (formerly 3740) brings focus on use of AI and predictive analytics tools. Capstone (MKTG 4700) integrates learning through required courses and MKTG electives.

Program Reviewer
Comments