

Choose
UMSL

And your major.

Business Administration BS

Marketing Emphasis

The BSBA, Marketing Emphasis is designed to prepare students to market products, services and experiences opening them up to job opportunities in business and non-profit 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
- SEO Manager
- Digital Content Specialist
- Database Marketing
- Marketing Promotions Manager
- Marketing Analyst
- Email Marketer
- Marketing Communications Director
- Procurement 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 (leadership, organization, critical thinking, public speaking)

4-YEAR ACADEMIC MAP

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.

Bachelor of Science in Business Administration, Marketing Emphasis

Year
1

FALL SEMESTER (16 credit hours)

MATH 1030: College Algebra (3)
ENGL 1100: First-Year Writing (3)
BUS AD 1000: Introduction to Business, OR
ENT 1100: Introduction to Entrepreneurship (3)
INFSYS 1800: Computers and Information Systems (3)
GEN ED EXPLORE: Humanities and Fine Arts (3)
INTDSC 1003: University Studies (1)

SPRING SEMESTER (15 credit hours)

BUS AD 1107: Quantitative Methods, OR
MATH 1100: Basic Calculus (3)
ECON 1001: Principles of Microeconomics (3)
INFSYS 2800: Information Systems Concepts and Applications (3)
GEN ED EXPLORE: Humanities and Fine Arts (3)
GEN ED EXPLORE: Math and Sciences (3)

Year
2

FALL SEMESTER (15 credit hours)

MATH 1105: Basic Probability and Statistics (3)
ACCTNG 2400: Fundamentals of Financial Accounting (3)
ECON 1002: Principles of Macroeconomics (3)
GEN ED CORE: Communication Proficiency (3)
GEN ED CORE: U.S. 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)
Cultural Diversity Requirement (3)

Year
3

FALL SEMESTER (15 credit hours)

SCMA 3300: Business Analytics and Statistics (3)
MKTG 3700: Basic Marketing (3)
ENGL 3120: Business Writing (3)
ENT 3100: Applications of Entrepreneurship (3)
Elective (3)

SPRING SEMESTER (15 credit hours)

FINANCE 3500: Financial Management (3)
MGMT 3600: Management and Organizational Behavior (3)
MKTG Elective (3)
Global Awareness Course (3)
Elective (3)

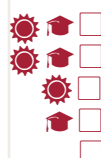
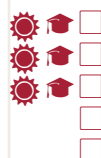
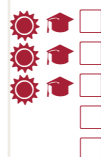
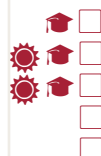
Year
4

FALL SEMESTER (15 credit hours)

MKTG 3740: Marketing Analysis (3)
MKTG Electives (6)
Global Awareness Course (3)
Elective (3)

SPRING SEMESTER (14 credit hours)

MGMT 4219: Strategic Management (3)
& MGMT 4220: Business Assessment (0)
MKTG 4700: Marketing Management (3)
MKTG Elective (3)
Electives (5)



2021-2022 4-YEAR ACADEMIC MAP

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

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

– 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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an UMSL Triton?
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