

# BSBA in Business Administration with Emphasis in Marketing

## Degree Program Description

The Marketing discipline is centered around acquiring, developing, and managing customers. It deals with understanding the strategies, tactics, and business processes involved in researching markets, deciding which markets and segments to pursue, identifying what unique value to provide, and then assembling the products, services, people and partner firms needed to build, communicate and deliver that value. The marketing department offers four undergraduate certificates: Sales and Customer Development (<http://catalog.missouri.edu/collegeofbusiness/additionalcertificatesminors/cert-sales-customer-development/>), Marketing Analytics (<http://catalog.missouri.edu/collegeofbusiness/additionalcertificatesminors/cert-marketing-analytics/>), Digital Marketing (<http://catalog.missouri.edu/collegeofbusiness/additionalcertificatesminors/cert-digital-marketing/>), and Global Business (<http://catalog.missouri.edu/collegeofbusiness/additionalcertificatesminors/cert-global-business/>).

## Major Program Requirements

Students must complete all university requirements (<http://catalog.missouri.edu/academicdegreerequirements/universityrequirements/>), including general education (<http://catalog.missouri.edu/academicdegreerequirements/generaleducationrequirements/>), and the degree requirements below.

<b>General Education Requirements</b>	<b>27</b>
<b>Upper Level Admission Courses</b>	<b>33</b>
<b>Required Core Courses</b>	<b>24</b>
ECONOM 3229 Money, Banking and Financial Markets or ECONOM 3251 Managerial Economics	
FINANC 3000 Corporate Finance	
MANGMT 3000W Principles of Management - Writing Intensive or MANGMT 3000 Principles of Management	
MANGMT 3300 Introduction to Business Processes and Technologies	
MANGMT 3540 Introduction to Business Law	
MRKTNG 3000 Principles of Marketing	
BUS_AD 3500 Advanced Professional Development Principles	
BUS_AD 4500 Professional Development Program - Internship	
<b>Required Marketing Courses</b>	<b>6</b>
MRKTNG 4000 Marketing Management	
MRKTNG 4050 Marketing Research	
<b>Additional Marketing Courses</b>	<b>15</b>
Select from the following:	
MRKTNG 3410 Personal Selling	
MRKTNG 3510 Procurement Processes and Analytics	
MRKTNG 3900 International Business	
MRKTNG 3901 Special Topics in Marketing	

MRKTNG 3975	Current Issues in International Marketing
MRKTNG 4185	Problems in Marketing
MRKTNG 4220	Consumer Behavior
MRKTNG 4250	Retail Marketing
MRKTNG 4420	Sales Management
MRKTNG 4430	Advanced Professional Selling
MRKTNG 4440	Services Marketing
MRKTNG 4510	Artificial Intelligence and Machine Learning Applications in Sales and Marketing
MRKTNG 4550	Integrated Marketing Communications
MRKTNG 4650	Digital Marketing
MRKTNG 4660	Social Media Marketing
MRKTNG 4670	Search Engine Strategies
MRKTNG 4680	CX: The Digital Customer Experience
MRKTNG 4800	Entering Global Markets
MRKTNG 4720	Global Marketing
MRKTNG 4880	Contemporary Issues in Marketing
MRKTNG 4890	Marketing Supply Chain Analytics
MRKTNG 4900	Analyzing and Communicating Business Data
MRKTNG 4910	Data Analytics and Machine Learning for Business
MRKTNG 4920	Data Visualization
MRKTNG 4930	Databases for Marketing Decisions
MRKTNG 4940	Professional Marketing Internship
MRKTNG 4950	Data-Based Decision-Making in Marketing

### Emphasis Support Courses 12

Courses to be selected from: \*\*

Accountancy: Any 3000 or 4000 level class	
Economics: Any 3000 or 4000 level class	
Finance: Any 3000 or 4000 level class	
Management: Any 3000 or 4000 level class	
Marketing: Any 3000 or 4000 level class (if not used in required core courses)	
Other 3000+ level courses taken in fulfillment of requirements for an official certificate, minor or dual major	

### Capstone course - senior year (on campus) Minimum grade of C- required 3

MANGMT 4970	Strategic Management
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### Total Credits 120

- \* Only one may be used to fulfill additional marketing course requirement.
- \*\* NOTE: Only courses not used to fulfill other Marketing or Trulaske College of Business requirements (except some WI) qualify as emphasis support electives. Check the *Undergraduate Course Catalog* for prerequisites.
- \*\*\*Note: A maximum of 6 credits from MRKTNG 3901, MRKTNG 3975, and MRKTNG 4185, can be counted towards emphasis support courses.

## Semester Plan

Below is a sample plan of study, semester by semester. A student's actual plan may vary based on course choices where options are available.

First Year			
Fall	CR	Spring	CR
BUS_AD 1500		3 MATH 1400	3
MATH 1100		3 ECONOM 1014	3
State Requirement		3 ENGLSH 1000	3
Humanities		3 Humanities	3
Biological or Physical Science with Lab		3 Elective	3
		<b>15</b>	<b>15</b>
Second Year			
Fall	CR	Spring	CR
ACCTCY 2036		3 ACCTCY 2037	3
ECONOM 1015		3 ACCTCY 2258	3
MATH 1300		3 STAT 2500	3
Humanities (writing intensive)		3 MANGMT 3000W	3
Elective		3 Elective	3
		<b>15</b>	<b>15</b>
Third Year			
Fall	CR	Spring	CR
BUS_AD 3500		3 MRKTNG 4050	3
ECONOM 3229		3 MANGMT 3300	3
MRKTNG 3000		3 Additional Marketing Course	3
FINANC 3000		3 Emphasis Support	3
MANGMT 3540		3 Elective	3
		<b>15</b>	<b>15</b>
Fourth Year			
Fall	CR	Spring	CR
MRKTNG 4000		3 MANGMT 4970 (Capstone)	3
Additional Marketing Course		3 Additional Marketing Course	3
Additional Marketing Course		3 Additional Marketing Course	3
Emphasis Support Course		3 Emphasis Support Course	3
BUS_AD 4500		3 Emphasis Support Course	3
		<b>15</b>	<b>15</b>

**Total Credits: 120**