

MARKETING

Matthews Hall 309H, 417.625.9702

Faculty Blades - Head, Cragin, Hochhalter, Huntington, Johnson, Kleindl

The B.S.B.A. marketing major course of study is intended to prepare graduates for positions in retailing, sales management, promotion, research and general administration.

Bachelor of Science in Business Administration with an Emphasis in Marketing

	Semester Hours
Core Requirements (p. 32) 51*	48
Business Core (p. 153)	40
Marketing Emphasis	9
MM 412 Marketing Management	3
MM 432 Consumer Behavior	3
MM 470 Marketing Research	3
Choose Three [Optional Classes]	9
MM 312 Retailing	3
MM 321 Salesmanship	3
MM 340 Principles of Transportation	3
MM 401 Promotional Strategy	3
MM 405 Internet Marketing	3
IB 400 International Marketing	3
Electives	18
(Recommended)	
MM 410 Small Business Management Practicum .	3
MM 491 Internship	3
Acct 325 Managerial Accounting	3
Total	124

*Required course in economics satisfies major requirement and three hours of Core Curriculum.

Minor in Marketing

(Non-BSBA degree candidates)

Required:

Econ 202 Principles of Economics-Micro..... 3

Choose one:

Acct 201 Principles of Accounting I

GB 320 Business Communication (WI)

GB 321 Business Statistics I

MM 350 Principles of Management (WI)

Required:

MM 300 Principles of Marketing

Choose four:

MM 312 Retailing

MM 321 Salesmanship

MM 401 Promotional Strategy

MM 405 Internet Marketing

MM 412 Marketing Management

MM 432 Consumer Behavior

MM 470 Marketing Research

IB 400 International Marketing

Total for Minor (Marketing)

Minor in E-Business

(BSBA degree candidate)

Required:

CIS 315 Computer Networks I

MM 380 Database Marketing

MM 405 Internet Marketing

MM 498 Seminar in Marketing/Management

Choose two:

MM 337 Management Information Systems

MM 340 Principles of Transportation

MM 407 Internet Promotion

Acct 419 Accounting Information Systems

Total for Minor (E-Business)..... 18

Minor in Multimedia

(BSBA degree candidate)

Required:

MM 405 Internet Marketing

CIS 110 Programming I

Art 101 Basic Design I

Comm101 Introduction to Human Communication .

Choose two:**

MM 337 Management Information Systems

MM 401 Promotional Strategy

MM 432 Consumer Behavior

Total for Minor (Multimedia)

**Other courses may be substituted with permission of adviser.

Suggested Order of Study

Bachelor of Science in Business Administration

Major Code 0505

Marketing Emphasis

Freshman Year

1st Semester

Course		Hours
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CORE	[Eng 101 Comp I]	3
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CORE	[Math 131 Finite Math]	
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OR

CORE	[Math 130 College Algebra]	3
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CORE	[PSc 120 Gov't:U.S./Sta/Loc]	3
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CORE	[Bio 101 General Biology]	4
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CORE	[Kine 103 Lifetime Wellness]	2
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Psy 120	College Orientation	1
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16

2nd Semester

CORE	[Eng 102 Comp II]	3
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CORE	[Phys 100 Fund of Phys Sci]	5
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CORE	[Comm 100 Oral Communication]	3
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CORE	[Psy 100 or Soc 110]	3
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CORE	[Kine 101 Physical Activity]	1
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15

Sophomore Year

1st Semester

Acct 201	Principles of Accounting I	3
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CORE	[Econ 201 Principles of Econ-Macro]	3
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MM 237	Using Information Systems	3
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CORE	[Fine Arts (Art 110, Mus 110 or Th 110)]	3
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CORE	[Hist 110 American History]	3	15
2nd Semester			
Acct 202	Principles of Accounting II	3	
Econ 202	Principles of Economics-Micro	3	
CORE	[Literature (Eng 261, 262, 271, 272, 281 or 282)]	3	
CORE	[Hist 120 American History]	3	
Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)			
		3	15
Junior Year			
1st Semester			
GB 301	Legal Environment of Business I	3	
GB 321	Business Statistics I	3	
MM 300	Principles of Marketing	3	
MM 350	Principles of Management (WI)	3	
Advanced Business Elective (must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)			
		3	15
2nd Semester			
GB 320	Business Communication (WI)	3	
MM 312	Retailing	3	
MM 321	Salesmanship		
OR			
MM 405	Internet Marketing	3	
Econ 350	Financial Management	3	
Electives	(must be selected in consultation with adviser from courses numbered 300 or above within the School of Business Administration)	6	18

Senior Year			
1st Semester			
MM 401	Promotional Strategy		3
OR			
MM 405	Internet Marketing		
MM 412	Marketing Management		3
CORE	[International Cultural Studies] (IB 310 strongly recommended)		3
CORE	[Humanities & Fine Arts Elective] (See Core Requirements p. 33)		3
Electives			
			3
2nd Semester			
MM 432	Consumer Behavior		3
MM 452	Strategic Management (WI)		3
MM 470	Marketing Research		3
MM 490	Career Portfolio Development		1
Electives			5
			15
[Department Recommendations]			

For additional information contact:
 Dr. Holland Blades
 Office: Matthews Hall 309H
 Phone: 417.625.9702
 Email: blades-n@mssu.edu