



## Four Year GRADUATION PLAN

### Bachelor of Science in Business Administration (BSBA) in MARKETING

The **BSBA PROGRAM** requires completion of **120 credit hours** of coursework that includes university, school of business core, and marketing emphasis requirements. Adhering to the recommended sequence below provides a balanced workload and ensures that students will have the proper prerequisites for maximum benefit of these courses. Students will graduate as a well-rounded professional with functional knowledge of each major business discipline, with an emphasis in Marketing.

FIRST YEAR					
FIRST SEMESTER			SECOND SEMESTER		
Course	Course Title/Area	Hrs.	Course	Course Title/Area	Hrs.
ENG 101	College Composition I	3	ENG 102	College Composition II	3
Math 125 <	Mathematical Sciences	3	COMM 100	Oral Communications	3
	Fine Arts	3		Natural Science Non Lab	3
	Humanities	3	ECON 202	Principles of Economics-Micro	3
UE 100	University Experience	1	MGMT 237	Using Information Systems	3
GB 125	Business and Professional Development	2			
<b>TOTAL</b>			<b>TOTAL</b>		
<b>15</b>			<b>15</b>		

SECOND YEAR					
THIRD SEMESTER			FOURTH SEMESTER		
Course	Course Title/Area	Hrs.	Course	Course Title/Area	Hrs.
KINE 103	Lifetime Wellness	2		Humanities	3
	Natural Sciences with Lab	4		Civic Engagement	3
ECON 201	Principles of Economics - Macro	3	ACCT 202	Principles of Managerial Accounting	3
ACCT 201	Principles of Financial Accounting	3	MRKT 300	Principles of Marketing	3
GB 320	Business Communication	3	MGMT 350	Fundamentals of Org Management	3
<b>TOTAL</b>			<b>TOTAL</b>		
<b>15</b>			<b>15</b>		

THIRD YEAR					
FIFTH SEMESTER			SIXTH SEMESTER		
Course	Course Title	Hrs.	Course	Course Title	Hrs.
GB 321	Business Statistics I	3	MRKT 432	Consumer Behavior	3
GB 301	Legal Environment of Business I	3		Marketing Elective	3
IB 310	International Business	3		Elective	3
FIN 350	Financial Management	3		Elective	3
	Marketing Elective	3		Elective	3
<b>TOTAL</b>			<b>TOTAL</b>		
<b>15</b>			<b>15</b>		

FOURTH YEAR					
SEVENTH SEMESTER			EIGHTH SEMESTER		
Course	Course Title	Hrs.	Course	Course Title	Hrs.
MRKT 401	Integrated Marketing Communication	3	MGMT 452	Strategic Management (required in final semester)	3
MRKT 470	Marketing Research	3	MRKT 472	Marketing Strategy	3
	Marketing Elective	3		Elective	3
	Elective	3		Elective	3
	Elective	3		Elective	3
<b>TOTAL</b>			<b>TOTAL</b>		
<b>15</b>			<b>15</b>		

**NOTE: This is a sample plan. Actual plans may vary for transfer students and dual credit students.**



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MSSU offers courses on-campus, online, hybrid delivery modes. Students that need to take classes either online or in person will need to pay attention to when courses are offered in the format you need. Below are the required classes for this major and when they are generally offered in each delivery mode.

Marketing Required Courses			
Course #	Course Title	Prerequisites	Schedule
MRKT 401	Integrated Marketing Communication	MRKT 300	Fall: online / Spring: campus
MRKT 432	Consumer Behavior	MRKT 300	Fall: online / Spring: campus / Summer: online
MRKT 470	Marketing Research	MRKT 300 & Corequisite: GB 321	Fall: campus / Spring: online
MRKT 472	Marketing Strategy	MRKT 401, MRKT 432, MRKT 470	Fall: online / Spring: campus / Summer: online
Marketing Elective Courses (Select 3)			
Course #	Course Title	Prerequisites	Schedule
MRKT 312	Retail Management	MRKT 300	Fall: online / Spring: campus / Summer: online
MRKT 321	Professional Sales	MRKT 300	Fall: campus / Spring: online
MRKT 405	Digital Marketing	MRKT 300	Fall: campus / Spring: online
MRKT 406	Social Media Marketing	MRKT 300	Fall: online / Spring: campus
IB 400	International Marketing	MRKT 300, IB 310	Fall: campus / Summer: online
Business Core Courses with Prerequisites			
Course #	Course Title	Prerequisites	Schedule
ACCT 201	Principles of Financial Accounting	Prerequisite: MATH 30 or higher	
ACCT 202	Principles of Managerial Accounting	Prerequisite: ACCT 201	
ECON 201	Principles of Economics (Macro)	Prerequisite: MATH 30 or higher	
ECON 202	Principles of Economics (Micro)	Prerequisite: MATH 30 or higher	
FIN 350	Financial Management	Prerequisite: ECON 201, ECON 202, ACCT 202	
GB 125	Business & Professional Development	Prerequisite: None	
GB 301	Legal Environment of Business I	Prerequisite: ENG 101/102	
GB 320	Business Communication	Prerequisite: ENG 101/102	
GB 321	Business Statistics	Prerequisite: MATH 125 or higher and MGMT 237 or CIS 305 or IET 205	
IB 310	International Business	Prerequisite: ENG 101/102	
MGMT 237	Using Information Systems	Prerequisite: None	
MGMT 350	Fundamentals of Organizational Management	Prerequisite: ENG 101/102	
MGMT 452	Strategic Management (Required in Final Semester)	Prerequisite: MRKT 300, MGMT 350, FIN 350 (Final Term)	
MRKT 300	Principles of Marketing	Prerequisite: ENG 101/102	

#### General Graduation Requirements & Policies

All MSSU Business students are required to complete the following minimum general graduation requirements:

1. Complete a minimum of 120 applicable credit hours.
2. Achieve a minimum 2.0 cumulative grade point average (GPA).
3. Achieve a minimum 2.0 GPA in business courses.
4. Complete a minimum of 39 upper division credit hours.
5. Complete a minimum of 30 credit hours at MSSU.

Updated March 2026