



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
MGMT 237	Using Information Systems		3	ACCT 201	Principles of Financial Accounting		3
Math 125 <	Mathematical Sciences		3	ECON 202	Principles of Economics-Micro		3
	Fine Arts		3		Natural Science Non Lab		3
KINE 103	Lifetime Wellness		2	COMM 100	Oral Communications		3
UE 100	University Experience		1				
			TOTAL				TOTAL
			15				15

SECOND YEAR

THIRD SEMESTER				FOURTH SEMESTER			
Course	Course Title/Area		Hrs.	Course	Course Title/Area		Hrs.
ACCT 202	Principles of Managerial Accounting		3	GB 321	Business Statistics I		3
ECON 201	Principles of Economics - Macro		3		Humanities		3
	Natural Sciences with Lab		4	IB 310	International Business		3
	Civic Engagement		3	MGMT 350	Fundamentals of Org Management		3
GB 320	Business Communication		3	MRKT 300	Principles of Marketing		3
			TOTAL				TOTAL
			16				15

THIRD YEAR

FIFTH SEMESTER				SIXTH SEMESTER			
Course	Course Title		Hrs.	Course	Course Title		Hrs.
FIN 350	Financial Management		3	GB 301	Legal Environment of Business		3
	Humanities		3		Marketing Required		3
	Marketing Required		3		Marketing Required		3
	Marketing Elective		3		Elective		3
	Elective		3		Elective		3
			TOTAL				TOTAL
			15				15

FOURTH YEAR

SEVENTH SEMESTER				EIGHTH SEMESTER			
Course	Course Title		Hrs.	Course	Course Title		Hrs.
	Marketing Elective		3	MGMT 452	Strategic Management (Final Term)		3
	Marketing Elective		3	MRKT 472	Marketing Strategy (Final MKRT Course)		3
	Elective		3		Elective		3
	Elective		3		Elective		3
	Elective		3		Elective		3
			TOTAL				TOTAL
			15				15

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 & GB 321 Corequisite:	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			
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 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	Prerequisite: MRKT 300, MGMT 350, FIN 350	
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 July 2025