

MARKETING (BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, B.S.B.A.)

Marketing majors develop the conceptual background and practical skills necessary to pursue careers in a broad range of fields. Students focus on creative problem solving while taking their classroom experience into the real world. Students work alongside successful businesses and organizations, developing plans to help them grow. Possible careers include: Retail Sales Management, Market Research, Advertising and Promotion, Communications, Consumer Product Marketing, Industrial Marketing.

Code	Title	Credit Hours
General Studies		
Students must complete General Studies courses (http://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies)		42-47
Business Foundation Courses (BFC)		33
ACC 201	Introductory Financial Accounting	3
ACC 202	Introductory Managerial Accounting	3
ECO 260	Principles of Macroeconomics	3
ECO 261	Principles of Microeconomics	3
FIN 301	Financial Management	3
GBA 201	Business Analytics & Reporting	3
GBA 210	Business Statistics I	3
MGT 350	Organizational Behavior	3
MKT 301	Principles of Marketing	3
SCM 301	Principles of Supply Chain Management	3
Additional BSBA Requirements		15
MGT 416	Production and Operations Management	3
ACC 418 or MGT 418	Accounting Information Systems Management Information Systems	3
MGT 419	Strategic Management	3
PHL 230 or PHL 232	Ethics Business Ethics	3
Select three credit hours of Applied Learning course(s)		3
Major Requirements ¹		24
MKT 311	Consumer Behavior	3
MKT 351	Professional Selling and Sales Management	3
MKT 381	Advertising and Promotion	3
MKT 401	Marketing Research	3
MKT 451	International Marketing and Trade	3
MKT 481	Marketing Management	3
PSY 101	General Psychology	3
Select one upper-division Business elective		3

¹ At least 18 credit hours in the major must be earned from the Steven L. Craig School of Business.

Credit for additional BSBA requirements must be earned from the Steven L. Craig School of Business.

NOTE: All upper-division Business courses required for the BSBA must be taken from the Steven L. Craig School of Business, from an AACSB accredited university or from a school with an approved articulation agreement.

Program Graduation Requirements

1. No more than 6 credit hours of D permitted in major coursework
2. Earn an overall GPA of at least 2.0 and a major GPA of at least 2.0.

University Graduation Requirements

1. Earn a minimum of 120 credit hours (100 level and higher, maximum of 6 CED credit hours applicable).
2. Earn a minimum of 30 credit hours in upper-division courses. Lower-division transfer courses accepted as meeting upper-division departmental course requirements cannot be used to fulfill this requirement.
3. Earn 30 of the last 45 credit hours at MWSU in institutional coursework (exclusive of credit by examination).
4. Participate in required departmental and campus wide assessments.
5. Fulfill the Missouri Constitution requirement.
6. Successfully pass the Missouri Higher Education Civics Achievement exam.