

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

Overview

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.

Admission

Admission Requirements

Students with an ACT composite score of 21 or higher will be admitted without review upon completion of an application for admission to the program.

Students with an ACT composite score below 21 can be admitted to the program if they have a high school GPA of 3.5 or higher.

Students with an ACT composite below 21 and a high school GPA below 3.5 will be admitted into the BSBA program once they complete at least 30 university credit hours and have an overall college GPA of 2.5 or higher and have a grade of C or higher in the following courses:

Code	Title	Credit Hours
ACC 201	Introductory Financial Accounting	3
or ACC 202	Introductory Managerial Accounting	
GBA 201	Business Analytics and Reporting	3
GBA 210	Business Statistics I	3
GBA 211	Business Law I	3

Applications for admittance should be submitted at least one week prior to attempting registration in courses restricted to majors. Applications of transfer students (upon their request) will be given a preliminary review before MWSU's pre- or regular registration sessions.

Requirements

Students who choose this bachelor degree program will have no more than 6 years from admission or subsequent declaration to meet the requirements listed below. If certification, accreditation or statutory requirements change and additional requirements become effective during this time, the new requirements take precedence.

Note: Students pre-admitted into the bachelor degree program (pre-major) have three years to meet admission requirements before moving to the overall 6 year time-frame allowed to complete the program requirements.

Code	Title	Credit Hours
General Studies		42
Students must complete General Studies courses (http://catalog.missouriwestern.edu/undergraduate/university-information/academic-standards-regulations/baccalaureate-degree/#bachelor-general-studies) ¹		
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 and Reporting	3
GBA 210	Business Statistics I	3
GBA 211	Business Law 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 ²	3
ACC 418	Accounting Information Systems ²	3
or MGT 418	Management Information Systems	
MGT 419	Strategic Management ²	3
PHL 230	Ethics	3
or PHL 232	Business Ethics	
Select three credit hours of Applied Learning course(s) ²		3
Major Requirements³		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 Courses in general studies may also be required within the major. While the course(s) may satisfy both requirements, the credit hours will count only one time in the overall hours earned.

² Credit must be earned from the Steven L. Craig School of Business.

³ At least 18 credit hours in the major 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.