🚰 Missouri Baptist UNIVERSITY

Bachelor of Arts in Marketing – MBU Online

2021-2022

Student ID:

Student Name:

Date of Initial Enrollment:

Enrollment Status:

(Freshman, Transfer, Re-admit)

GENERAL EDUCATION REQUIREMENTS

GENERAL EDUCATION REQUI	KEMEN 15		
Course Name	Complete	Term	MOTR #
ENGL 113 - English Composition I			MOTR ENGL 100
ENGL 123 - English Composition II			MOTR ENGL 200
COMM 103 - Speech Communications *			MOTR COMM 110
COMM 123 – Public Speaking and Diction *			
* International students whose primary language is not English should take COMM 123	3 - Public Speaking	and Diction	instead of COMM 103.
Fine Arts and Humanities: At least 3 courses (at least 9 hours) from the cours	es listed below, incl	uding ENGL	203 and at least 1
course from a different discipline. A maximum of 3 hours of Performance courses may be			
Course Name	Complete	Term	MOTR #
ENGL 203 - World Literary Types (required)			MOTR LITR 200
ARTS 153 - Art Appreciation			MOTR ARTS 100
COMM 153 - Appreciation of Film			MOTR FILM 100
COMM 223 - Introduction to Mass Media			MOTR SBSC 100
COMM 233 - Introduction to Cross-Cultural Communication			MOTR SBSC 101
MUHL 153 - Appreciation of Music			MOTR MUSC 100
THEA 103 - Appreciation of Theatre			MOTR THEA 100A
THEA 313 - History of Theatre I (for Theatre majors only)			MOTR THEA 104
THEA 323 - History of Theatre II (for Theatre majors only)			MOTR THEA 105
THMU 353 – Musical Theatre History			MOTR THEA 100C
MUHL 313 – Music History I			MOTR MUSC 103
MUHL 323 – Music History II			MOTR MUSC 104
MUCL 111/311 – Chorale			MOTR PERF 102C
MUIL 131/331 – Large String Ensemble			MOTR PERF 1020
MUIL 151/351 – MBU Concert Band			MOTR PERF 102B
OR equivalent Fine Arts background			
CPHI 203 - Introduction to Logic			MOTR PHIL 101
CPHI 213 - Introduction to Philosophy			MOTR PHIL 100
CPHI 433/533 - World Religions			MOTR RELG 100
ENCP 433/533 - C. S. Lewis and J. R. R. Tolkien			
HUMT 153 - Travel Studies			
IDST 313 - History and Philosophy of Science and Technology			
OR equivalent Humanities background			
Natural Science: 1 course from the biological sciences and 1 course from chemistry	y or physical science	e (at least 7-9	hours; at least 1
course must have a lab).			
<u>Biological Sciences</u>		-	
Course Name	Complete	Term	MOTR #
BIOL 103 + 101 - Introduction to Biology with Laboratory			MOTR BIOL 100L
BIOL 113 + 111 - General Biology I with Laboratory			MOTR BIOL 150L
BIOL 133 - Survey of Biology			MOTR BIOL 100
BIOL 203 + 201 - Human Biology with Laboratory			MOTR LIFS 100L
BIOL 233 - Plants and People			
<u>Chemistry or Physical Science</u>			
Course Name	Complete	Term	MOTR #
CHEM 113 + 111 - Introduction to Chemistry with Laboratory			MOTR CHEM 100L
CHEM 130 + 133 + 132- General Chemistry I with Laboratory			MOTR CHEM 150L
PHYS 101 + 103 - Introduction to Physical Science with Laboratory			MOTR PHYS 110L
PHYS 123 + 122 - Geology and Earth Science with Laboratory			MOTR GEOL 100L
PHYS 133 + 131 - College Physics I with Laboratory			MOTR PHYS 150L
PHYS 153 - Survey of Physical Science			MOTR PHYS 110
PHYS 213 + 211 - General Physics I with Laboratory			MOTR PHYS 200L
			MOTA FRI 5 200L

Mathematics: One course from the following (at least 3 hours)

Course Name	Complete	Term	MOTR #
MATH 123 - Contemporary College Mathematics			MOTR MATH 120
MATH 133 - College Algebra			MOTR MATH 130
MATH 155 - Precalculus			MOTR MATH 150
OR a course with either MATH 133 or MATH 155 as prerequisite (Type Name Here)			

Social and Behavioral Sciences: 3 courses from at least two of the following disciplines as listed below, including U.S. & MO Constitution course: (at least 9 hours)

Course Name	Complete	Term	MOTR #
POLS 103 - U.S. and Missouri Government and Constitution (required)			MOTR POSC 101
ECON 103 - Survey of Economics for Non-Business Majors			MOTR ECON 100
ECON 113 - Macroeconomics			MOTR ECON 101
ECON 123 - Microeconomics			MOTR ECON 102
EDGE 203 - Introduction to World Geography			MOTR GEOG 101
HIWO 113 - World History I			MOTR HIST 201
HIWO 123 - World History II			MOTR HIST 202
HIUS 213 - United States History I			MOTR HIST 101
HIUS 223 - United States History II			MOTR HIST 102
POLS 123 - State And Local Government			
PSYC 133 - General Psychology			MOTR PSYC 100
PSYC 313 - Human Growth and Development			MOTR PSYC 200
SOCO 113 - Introduction to Sociology			MOTR SOCI 101
SOCO 323 - Marriage and the Family			
SOCO 353 - Cultural Anthropology			MOTR ANTH 201
SOCO 413 - Race and Ethnic Relations			MOTR SOCI 202
SOHI 213 - Worldview and Social Issues			MOTR SOCI 201

Associate of Arts Degree:

Received from:

Date:

(Degree must meet MO_CBHE requirements for general education as established 10/87)

DEGREE REQUIREMENTS

Humanities: 2 courses, as listed below (6 hours)

Course Name	Complete	Term	Grade
CBIB 113 - Old Testament History OR CBIB 213 - Old Testament Theology			
CBIB 123 - New Testament History OR CBIB 223 - New Testament Theology			

Foreign Language: 2 courses in the same foreign language (6-8 hours)

	Complete	Term	Grade
Foreign Language Course I (Type Course Name Here)			
Foreign Language Course II (Type Course Name Here)			

Health and Sport Sciences: 3 hours

Course Name	Complete	Term	Grade
KHSC 333 - Health and Wellness			

Technology and Information Literacy: One course from the following (at least 3 hours)

Course Name	Complete	Term	Grade
BCIS 103 - Survey of Computing			
BCIS 203 – Microsoft Office Suite (Required for School of Business Majors)			
EDUC 373 - Technology and Instructional Media			
OR Proof of demonstrated competency by exam testing out (Type Exam Here)			

Interdisciplinary Studies: 1 course (3 hours)

Course Name	Complete	Term	Grade
IDST 403 - World Citizen			

Shaded areas are courses that are required for major courses

MARKETING – Includes Business Administration Minor

Major Requirements:

School of Business Core Requirements: (43 hours)

Course Name		Complete	Term	Grade
ACCT 213 – Principles of Financial Accounting				
ACCT 223 – Principles of Managerial Accounting				
MATH 243 - Probability and Statistics	MOTR MATH 110			
BCIS 303 - Information Technology Theory and Practice				
BUSN 281 – Career and Professional Development				
BUSN 303 - Business Ethics				
BUSN 353 - Communication Strategies in Business				
BUSN 363 - Financial Management				
BUSN 413 - Business Law – Uniform Commercial Code OR				
BUSN 423 - Business Law – Federal Regulation				
BUSN 463 – Strategic Management				
ECON 123 – Microeconomic	MOTR ECON 102			
MGMT 303 – Management Concepts and Practice				
MGMT 353 – Production and Operations Management				
ITBU 363 – Business Analytics				
MRKT 313 - Introduction to Marketing				
Required Business Course: 1 of the following courses (o hours)			

Required Business Course: 1 of the following courses (3 hours)

Course Name	Complete	Term	Grade
BUSN 403 – Business in a Global Environment			
BUSN 403TS – Business in a Global Environment (Travel Study)			

Required Marketing Courses: (9 hours)

Course Name	Complete	Term	Grade
MRKT 363 – Market Management			
MRKT 373 – Market Research			
MRKT 383 – Consumer Behavior			

Electives: 2 courses from the following (6 hours)

Course Name	Complete	Term	Grade
BUSN 413 – Business Law – Uniform Commercial Code OR			
BUSN 423 – Business Law – Federal Regulation			
BUIR 471-476 – Business Internship in Marketing			
COMR 373 – Principles of Public Relations			
ENTR 303 – Introduction to Entrepreneurship			
MRKT 353 – Advertising			
MRKT 403 – International Marketing			
MRKT 413 – Digital and Social Media Marketing			

*General Education Requirement

- Students should pay careful attention to courses which are only offered once a year, or every other year (see course descriptions), so that a • graduation may occur in a timely manner.
- Students are encouraged to declare a second major before completing 60 hours. •

An additional 1 elective hour may be needed to complete the 120 hour requirement.

At least six hours of major and three hours of minor must be earned at Missouri Baptist University

A grade of D is not acceptable in courses taken to fulfill the requirements for a major or minor

If a substitution has been made, attach a copy of the signed approval and indicate the course number and title following the catalog requirement. Please include the date of the substitution.

	At least 24 of the last 32 hours taken at Missouri Baptist University Cumulative GPA of at least 2.50 on a 4.00 scale (those seeking certification must achieve a GPA of 2.75)	
	At least 42 hours of Upper Division (54 for a dual degree) At least 120 total credit hours (144 for a dual degree)	
Student's Signature		Date
Advisor's Signature		Date
Director of Records' Signature		Date