## Bachelor of Science in Marketing - MBU Online

Student Name:
Enrollment Status:
(Freshman, Transfer, Re-admit)
Date of Initial Enrollment:

## GENERAL EDUCATION REQUIREMENTS

Communication Skills: 3 courses, as listed below (at least 9 hours)

| 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-Public Speaking and Diction instead of COMM 103. |  |  |  |
| Fine Arts and Humanities: At least 3 courses (at least 9 hours) from the courses listed below, including ENGL 203 and at least 1 course from a different discipline. A maximum of 3 hours of Performance courses may be applied to the Fine Arts and Humanities. |  |  |  |
| 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 102 O |
| 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 or physical science (at least 7-9 hours; at least 1 course must have a lab).

| 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 |  |  |  |
| Chemistry or Physical Science |  |  |  |
| 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 |

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 |

## 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 |  | - |  |

Natural Sciences and Mathematics: 3 courses from the following (at least 9 hours)

| Course Name | Complete | Term | Grade |
| :---: | :---: | :---: | :---: |
| MATH 243 - Probability and Statistics MOTR MATH 110 |  |  |  |
| Additional Math or Natural Science Beyond Gen. Ed. Req. (Type Course Name Here) |  |  |  |
| Additional Math or Natural Science Beyond Gen. Ed. Req. (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 |  |  |  |

## MARKETING - Includes Business Administration Minor

## Major Requirements:

School of Business Core Requirements: (42 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 403/503 - Management Applications of Information Technology |  |  |  |
| BUSN 303 - Business Ethics and Professional Integrity |  |  |  |
| 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 - Business Strategy and Competition |  |  |  |
| ECON 123 - Microeconomics MOTR ECON 102 |  |  |  |
| MGMT 303 - Management Concepts and Practices |  |  |  |
| MGMT 353 - Production and Operations Management |  |  |  |
| ITBU 363 - Business Analytics |  |  |  |
| MRKT 313 - Introduction to Marketing |  |  |  |

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 5-8 elective hours may be needed to complete the $\mathbf{1 2 0}$ 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

