



Business Administration (BS or BA) with Marketing concentration

FALL - Semester 1

TRU 100: Truman Symposium
TRU 1XX: Self and Society Seminar
BSAD 153: Intro Business Data Analytics (or sem. 2)
Math Class (as placed)
COMM 170: Public Speaking
Choose 3-6 hours from:
Foreign Language
Perspective Course

FALL - Semester 3

Math or Statistics (as needed)
ACCT 220: Intro Financial Accounting
BSAD 234: Legal Environment of Business (or sem. 4)
Principles of Economics (ECON 200/201/205)
STAT 220: Fund Data Science (or sem. 4)
Choose 3-6 hours from:
Foreign Language (BA or none yr. 1)
Perspective Course

FALL - Semester 5

BSAD 349: Organizational Behavior
BSAD 325: Principles of Marketing
BSAD 353: Info Management & Data Analytics (or sem. 6)
JINS 3XXX Jr. Writing Seminar
STAT: 375, 376, or 378 (Required Support)

FALL - Semester 7

BSAD 360: Marketing Research (offered fall only)
Marketing Concentration Elective (as needed)
Bachelor of Science Requirement (as needed)
Perspective Course/Electives (as needed)

SPRING - Semester 2

Math or Statistics
ENG 190: Writing as Critical Thinking
BSAD 153: Intro Business Data Analytics (or sem. 1)
Choose 5-10 hours from:
Foreign Language
Perspective Course

SPRING - Semester 4

Math or Statistics (as needed)
ACCT 221: Intro Management Accounting
BSAD 234: Legal Environment of Business (or sem. 3)
Principles of Economics (as needed)
STAT 220: Fund Data Science (or sem. 3)
Missouri Statute Course
Choose 3-6 hours from:
Foreign Language (BA or none yr. 1)
Perspective Course

SPRING - Semester 6

BSAD 329: Principles of Finance
BSAD 352: Operations Management
BSAD 365: Consumer Behavior (offered spring only)
BSAD 353: Info Management & Data Analytics (or sem. 5)
Required Support Course

SPRING - Semester 8

Marketing Concentration Elective (as needed)
BSAD 445: Brand Management and IMC (offered spring only)
BSAD 460: Strategic Management
Perspective Course/Electives (as needed)
Bachelor of Science Requirement (as needed)

Marketing elective options include BSAD 403: Selling and Sales Management, BSAD 414: Digital Marketing & Analytics, BSAD 416: Business Analytics, BSAD 430: International Marketing, and BSAD 554: Global Supply Chain Management.

The Dialogues curriculum requires a certain number of courses/credit hours in the following Perspectives: Social, Arts and Humanities, STEM, Communications, and Statistics. The exact number of courses a student will be required to take during their undergraduate career varies individually according to the credit transferred in.

Department Chair: Please contact the [Center for Academic Excellence](#) with any updates to the plan above. Rev. 5-1-23