



Business Administration (BA/BS), Marketing Track

Semester 1

- TRU 120: First Year Seminar (3 cr)
- BSAD 153: Intro to Business Data Analytics (*or sem. 2*) (1 cr)
- Math Course (*as placed*) (3-5 cr)
- COMM 170: Public Speaking (3 cr)
- Choose 3-6 hours from:
 - Foreign Language (3 cr)
 - Perspective Course (3 cr)

Semester 3

- Math or Statistics (*as needed*) (3-5 cr)
- ACCT 220: Intro to Financial Accounting (3 cr)
- BSAD 234: Legal Environment of Business (*or sem. 4*) (3 cr)
- ECON 200: Principles of Macroeconomic (3 cr), **OR** ECON 201: Principles of Microeconomics (3 cr), **OR** ECON 205: Principles of Economics (5 cr)
- DATA 222: Data Science (*or sem. 4*) (3 cr)
- Choose 3-6 hours from:
 - Foreign Language (*If BA*) (3 cr)
 - Perspective Course (3 cr)

Semester 5

- BSAD 349: Organizational Behavior (3 cr)
- BSAD 329: Principles of Finance (3 cr)
- BSAD 353: Information Management and Data Analytics (*or sem. 6*) (3 cr)
- JINS 3XX: WE/_____ (3 cr)
- STAT 375: ANOVA/Experimental Design (3 cr), **OR** STAT 376: Nonparametric Statistics/Sampling (3 cr), **OR** STAT 378: Linear Regression/Time Series (3 cr)

Semester 7

- BSAD 360: Marketing Research (3 cr) (**fall only**)
- Marketing Concentration Elective (*as needed*) (3 cr)
- Bachelor of Science Requirement (*as needed*) (3-6 cr)
- Perspective Course/Electives (*as needed*) (3 cr)

Semester 2

- Math Course (*as placed*) (3-5 cr), **OR** STAT 190: Basic Statistics (3 cr)
- ENG 190: Writing as Critical Thinking (3 cr)
- BSAD 153: Intro to Business Data Analytics (*or sem. 1*) (1 cr)
- Choose 5-10 hours from:
 - Foreign Language (3 cr)
 - Perspective Course (3 cr)

Semester 4

- Math or Statistics (*as needed*) (3-5 cr)
- ACCT 221: Intro to Management Accounting (3 cr)
- BSAD 234: Legal Environment of Business (*or sem. 3*) (3 cr)
- Principles of Economics (*as needed*) (3-5 cr)
- DATA 222: Data Science (*or sem. 3*) (3 cr)
- Missouri Statute Course (3 cr)
- Choose 3-6 hours from:
 - Foreign Language (*If BA*) (3 cr)
 - Perspective Course (3 cr)

Semester 6

- BSAD 329: Principles of Finance (3 cr)
- BSAD 352: Operations Management (3 cr)
- BSAD 353: Information Management and Data Analytics (*or sem. 5*) (3 cr)
- BSAD 365: Consumer Behavior (3 cr) (**spring only**)
- Required Support Course (3 cr)

Semester 8

- BSAD 445: WE/Brand Management and IMC (3 cr) (**spring only**)
- BSAD 460: WE/Strategic Management: Capstone (3 cr)
- Marketing Concentration Elective (*as needed*) (3 cr)
- Perspective Course/Electives (*as needed*) (3 cr)
- Bachelor of Science Requirement (*as needed*) (3 cr)

NOTES:

- 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.
- WE = Writing Enhanced course
- If you have not completed the Civics Exam, we recommend doing so in your **first year**.

- Truman students are required to complete a [Portfolio](#) to graduate. We recommend starting to compile your work for the Portfolio sooner than later.
- Students must complete their Application to Graduate **the semester prior to graduating**. Apply to graduate through TruView.
- Graduating seniors need to complete their seniors test and questionnaire. We recommend reviewing the [Assessment & Testing page](#) to plan accordingly.
- **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. 7-29-24