



## TENTATIVE COURSE SCHEDULE BUSINESS ADMINISTRATION MAJOR MARKETING CONCENTRATION



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### FALL-semester 1

Truman Week  
MATH\_\_ (as placed)  
ENG 190/COMM 170  
BSAD 157 – Info. Technology  
Choose 3-6 hours from:  
    Foreign Language  
    LSP/MS 100

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### SPRING-semester 2

MATH/STAT  
COMM 170/ENG 190  
BSAD 157 – Info. Technology (if not sem. 1)  
Choose 5-10 hours from:  
    LSP  
    HLTH 195/196 or MS 101  
    Foreign Language

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### FALL-semester 3

MATH/STAT (as needed)  
ACCT 220 – Intro. Financial Accounting  
BSAD 234 – Legal Environ. Bus. (or sem. 4)  
ECON 200/201 – Principles of Macro/Micro  
Choose 3-6 hours from:  
    Foreign Language (BA or none yr. 1)  
    LSP

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### SPRING-semester 4

MATH/STAT (as needed)  
ACCT 221 – Intro Management Accounting  
BSAD 234 – Legal Environ. Bus. (or sem. 3)  
ECON 201/200 – Principles of Micro/Macro  
HIST 298/POL 101  
Choose 3-6 hours from:  
    Foreign Language (BA or none yr. 1)  
    LSP

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### FALL-semester 5

BSAD 325 – Principles of Marketing  
BSAD 349 – Organizational Behavior  
ECON 303 – Interm. Macro (or BS req.  
if needed)  
JINS  
LSP

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### SPRING-semester 6

BSAD 329 – Principles of Finance  
BSAD 352 – Production/Operation Management  
BSAD 360 – Mkt. Research or BSAD 365 – Consumer Beh.  
BS requirement (if needed) or ECON 303 – Interm. Macro  
STAT 37\_(or other required support)

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### FALL-semester 7

BSAD 360 –Mkt. Research or BSAD 365 Cons. Beh.  
BSAD 445 – Brand Management or  
Mktg. Concentration course  
LSP (as needed)  
BS req. (as needed)  
Required support

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### SPRING-semester 8

BSAD 460 – Strategic Management  
Mktg. Concentration course or BSAD 445 – Brand Management  
LSP/electives (as needed)