



Business Administration (BA/BS), Marketing Track

This plan assumes an Associate of Arts (AA) degree received and that the following classes having been completed with a grade of "C" or better, prior to enrolling at Truman State University:

- ENG 190: Writing as Critical Thinking
- COMM 170: Public Speaking
- STAT 190: Basic Statistics
- Math through calculus
- Foreign Language that completes Truman's requirement of Elementary Proficiency
- BSAD 153: Intro to Business Data Analytics
 - A class where Microsoft Excel skills are taught (note: students will need to pass an Excel competency test to demonstrate their Excel skills)
- ACCT 220: Intro to Financial Accounting
- ACCT 221: Intro to Management Accounting
- BSAD 234: Legal Environment of Business
- ECON 200: Principles of Macroeconomics
- ECON 201: Principles of Microeconomics

FALL - Semester 1

- BSAD 325: Principles of Marketing (3 cr)
- BSAD 329: Principles of Finance (3 cr)
- BSAD 349: Organizational Behavior (3 cr)
- DATA 222: Data Science (3 cr)

FALL - Semester 3

- BSAD 360: Marketing Research (*fall only*) (3 cr)
- BSAD 353: Information Management & Data Analytics (3 cr)
- Required Support course or other additional
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SPRING - Semester 2

- JINS 3XX: WE/Junior Interdisciplinary Seminar (3 cr)
- ECON 300: Intermediate Microeconomics (3 cr)
- BSAD 352: Operations Management (3 cr)
- BSAD 365: Consumer Behavior (*spring only*) (3 cr)
- Statistics prerequisite for BSAD 360 (STAT 375 **OR** STAT 376 **OR** STAT 378) (3 cr)

SPRING - Semester 4

- BSAD 460: Strategic Management: Capstone (3 cr)
- BSAD 445: WE/Brand Management & IMC (*spring only*) (3 cr)
- Marketing Concentration Elective* (3 cr)
- Required Support course or other additional

NOTES:

- WE = Writing Enhanced course
- Note: If BA, students should take Intermediate Foreign Language courses during their junior year in place of BS/some required support requirements.
- * 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 454: 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 (advise@truman.edu) with any updates to the plan above.