Sample Four Year Plan

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 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 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 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 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 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 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 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