

Catalog Year: 2013-2014

The following is a sample course of study for the Bachelor of Business Administration degree with an emphasis in Marketing. It is the student's responsibility to ensure that all program requirements are met. This guide is not a substitute for academic advisement.

Your path to graduation may vary slightly based on factors such as college credit you earned while in high school, transfer work from other institutions of higher learning and placement in Mathematics. You are responsible for checking prerequisites to any courses. Students generally need around 16 hours of electives to bring their program total to 123. The actual number will depend on course selection and transfer credit from other institutions.

Course Subject and Title	Hrs.	Upper Division	Transfer Course	Minimum Grade if Required	Date Completed	Final Grade	Pre-requisites met	Additional Critical Tracking Notes
Fall Semester Year 1: 15 hours								
MATH 110, College Algebra	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete Math 206 entrance exam.
ENGLISH 110, English I: Intro to Academic Prose	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Constitution course Select one from: HISTORY 1100, American History to 1877 HISTORY 1101, American History Since 1877 HISTORY 360R, Constitutional History of the United States POL-SC 210, American Government	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Fine Arts course Select one from: ART-HIST 110, 110P, Introduction to the History of the Visual Arts ENV-DSN 110, The Meaning of Architecture THEATER 130, Foundations of Fine Arts Theater THEATER 210, Introduction to Design for the Theater CONSVTY 120, 120N, Music Appreciation	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Spring Semester Year 1: 15 hours								
COMM-ST 110, Fundamentals of Effective Speaking & Listening	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete STAT 235 entrance exam.
Natural Science without lab Select from: Biology; Chemistry; Environmental Science; some Geography courses; Geology; Life Sciences-Anatomy; Life Sciences-Microbiology; Life Sciences-Physiology; PACE-Natural Science; Physical Science; Physics	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MATH 206, Brief Calculus and Matrix Algebra	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Social Science course Select from: American Studies; Anthropology; Criminal Justice; some Geography courses; History; Political Science; Psychology; Sociology	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Summer Semester Year 1								
May use summer semester to lighten fall and spring course loads.								
Fall Semester Year 2: 17 hours								
ENGLISH 225, English II: Intermediate Academic Prose	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ACCTNG 210 & 210L, Introduction to Financial Accounting and Lab	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	

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ECON 201, Introduction to Economics I (macro)	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Natural Science with lab Select from: Biology; Chemistry; Environmental Science; some Geography courses; Geology; Life Sciences-Anatomy; Life Sciences-Microbiology; Life Sciences- Physiology; PACE-Natural Science; Physical Science; Physics	5	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
STAT 235, Elementary Statistics	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Spring Semester Year 2: 15-17 hours								
PHILOS 210, Foundations of Philosophy OR one semester college-level foreign language	3-5	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete RooWriter Writing Assessment
ACCTNG 211, Introduction to Managerial Accounting	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MIS 202, Computer Applications in Management	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ECON 202, Introduction to Economics II (micro)	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Summer Semester Year 2								
May use summer semester to lighten fall and spring course loads.								
Fall Semester Year 3: 15 hours								
MGT 301, Effective Business Communication	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MKT 324, Marketing Concepts	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
DSOM 309, Intermediate Business Statistics	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MGT 330, Understanding the Individual in the Organization	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
FIN 325, Financial Management	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Spring Semester Year 3: 15 hours								
MGT 370, International Management OR MGT 470, International Study in Business#	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete the ETS Proficiency Profile exam (EPP).
ECON 302, Microeconomic Analysis	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MGT 306, Legal, Ethical and Regulatory Environment of Business	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MKT 335, Consumer Behavior in Marketing	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Summer Semester Year 3								
May use summer semester to lighten fall and spring course loads.								
Fall Semester Year 4: 14-15 hours								
DSOM 326, Production/Operations Management	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Apply for graduation.
MGT 355, Organizational Effectiveness and Leadership	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MKT 348, Market Analysis	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis elective #1	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective	2-3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Spring Semester Year 4: 15-16 hours								
MIS 402, Information Management	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	Complete Major Field Assessment Test (MFAT).
MGT 471, Strategic Management	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
ENT 460, Creating the Enterprise	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
MKT 480, Marketing Strategy	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Marketing emphasis elective #2	3	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	
Non-business elective, if needed	1	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	

Marketing emphasis (15 hours):

Required:

1. MKT 335, Consumer Behavior in Marketing

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2. MKT 348, Market Analysis
3. MKT 480, Marketing Strategy

Select two from the following marketing electives:

- ENT 361, Product Innovation Management
- MKT 365, Introduction to Retailing and Pricing
- MKT 418, Sales and Promotional Strategies
- MKT 442, Internet/Direct Marketing
- MKT 476, Services Marketing

#MGT 470, International Study in Business is a short-term study abroad opportunity. A special application is required of those seeking to participate. More information can be found at <http://www.bloch.umkc.edu/centers-institutes/center-for-international-business/study-abroad/index.aspx>.

Non-course requirements

- RooWriter Writing Assessment
- ETS Proficiency Profile exam (EPP)
- Major Field Assessment Test (MFAT)

Met

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The School reserves the right to make changes in courses, degree requirements and course schedules without notice.

Students are expected to maintain a quality of achievement significantly above minimum UMKC standards for degree work. Individual student progress will be monitored throughout the program. Satisfactory progress is required of all students for retention in the program. Students are expected to maintain academic standards, perform satisfactorily in courses, refrain from academic dishonesty, comply with the established University and teacher education timetables and requirements, and refrain from unethical or unprofessional behavior or behaviors that obstruct the training process or threaten the welfare of the student or others. Other circumstances involving student behavior will be addressed by the faculty on an individual basis.

Graduation Requirements Summary:

Total Hours (123 minimum)	Totals Hrs at UMKC (30 hours minimum, plus 50 percent of junior/senior business classes completed at UMKC)	Major GPA (2.250 Minimum)	UMKC GPA (2.250 Minimum)
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All students completing an undergraduate business degree must meet the following conditions in order to graduate and be recommended for graduation or certification:

- 2.250 UM and in-major GPAs
- Minimum 30 credit hours from UMKC and at least 50 percent of the junior/senior business course work completed at UMKC
- Completion of assessment exams—RooWriter Writing Assessment, EPP, MFAT
- Completion of all required course work

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Faculty Advisor: