



**Major Map: Bachelor of Business  
Administration  
Marketing Emphasis  
Catalog year: 2013 - 2014**

**Four-Year Graduation Plan - Courses and Critical Benchmarks**

The following is a sample course of study. It is the student's responsibility to ensure that all program requirements are met. This guide is not a substitute for academic advisement. **All incoming freshmen must develop an academic plan (which maps out all courses needed to graduate within your intended major/degree). Your academic advisor is available to meet with you and create your specific plan.**

*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. Critical courses and minimum recommended grades provide feedback regarding major fit and help indicate likelihood of successful completion of chosen academic program and degree.*

**First Mathematics: College Algebra (Math 110)                      2<sup>nd</sup> Language Requirement: Not Required                      Free Elective Hours: 12-21 hours\***

*\*The total number of free electives will vary depend on courses selected to satisfy Focus area requirements.*

Critical Course or Benchmark	Course Subject, Number, and Title and Academic Plan Benchmarks	Hours	Minimum Recommended Grade	Notes
◆	<b>Bold = UMKC General Education Core Requirement</b> *Prerequisite May Be Required **Co-Requisite Enrollment Required			
<b>Fall Semester Year 1: 15 hours</b>				
	<b>**Anchor I: Reasoning and Values</b> - Click for Options	3		Math Entrance Exam required prior to enrollment in MATH 110 and MATH 206.
	<b>**Discourse I: DISC 100 - Reasoning and Values</b> (Speech and Writing)	3		
◆	MATH 100: Intermediate Algebra <sup>^</sup> <b>OR</b> MATH 110: College Algebra ( <b>Focus B</b> ) <b>OR</b> MATH 206: Brief Calculus and Matrix Algebra *Both MATH 110 & MATH 206 are required.	3	CR B <sup>°</sup> B <sup>°</sup>	<sup>^</sup> MATH 100 does not satisfy any requirement within the BBA program, but serves to help students build skills necessary to enter higher level math classes.
	<b>Focus C- Human Values and Ethical Reasoning</b> - Click for Options	3		
	MGT 100: Foundations of Business and College Life <b>OR</b> other elective	3		MATH 110 is a critical course and satisfies <b>Focus B - Scientific Reasoning and Quantitative Analysis Requirements.</b>
◆	Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			<sup>°</sup> While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.  HISTORY 1100, 1101 or POLS-SCI 210 recommended for <b>Focus C.</b>
<b>Spring Semester Year 1: 15 hours</b>				
	<b>Focus A- Arts and Humanities</b> - Click for Options	3		Math Entrance Exam required prior to enrollment in MATH 110 and MATH
◆	MATH 110: College Algebra ( <b>Focus B</b> ) <b>OR</b>	3	B <sup>°</sup>	



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	MATH 206: Brief Calculus and Matrix Algebra *Both courses are required.			206.
◆	ECON 201: Introduction to Economics I, (macro) <b>OR</b> ECON 202: Introduction to Economics II, (micro) *Both courses are required.	3	C°	°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.
	<b>Focus Elective</b> and/or Free Electives	6		
◆	Complete Anchor I and Discourse I Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			
<b>Summer Semester Year 1</b>				
	If MATH 110 completed in Spring Semester Year 1, take MATH 206: Brief Calculus and Matrix Algebra in Summer	3	B°	May use summer semester to ensure completion of 30 hours per academic year or to lighten fall and spring course loads.
◆	Complete MATH 206 Complete 30 total hours toward degree Earn minimum 2.250 UM cumulative GPA			Note: not all classes are offered in the summer. Consult with your advisor for recommendations.  Math Entrance Exam required prior to enrollment in MATH 110 and MATH 206.  °While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.
<b>Fall Semester Year 2: 15 hours</b>				
	<b>**Anchor II: Culture and Diversity</b> - Click for Options	3		#Must have 30 hours completed in order to enroll.
	<b>**Discourse II: DISC 200 - Culture and Diversity</b> (Speech and Writing)	3		
◆	ACCTNG 210: Introduction to Financial Accounting#	3	C°	°While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.
◆	MIS 202: Computer Applications in Management#	3	C°	
◆	ECON 201: Introduction to Economics I, (macro) <b>OR</b> ECON 202: Introduction to Economics II, (micro) *Both courses are required.	3	C°	
◆	Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			
<b>Spring Semester Year 2: 15 hours</b>				
◆	ACCTNG 211: Introduction to Managerial Accounting^	3	C°	Complete RooWriter Assessment.
◆	STAT 235: Elementary Statistics ( <b>Focus Elective</b> )	3	C°	Math Entrance Exam required prior to enrollment in STAT 235.
	ECON 302: Microeconomic Analysis	3		
	MGT 301: Effective Business Communication^ (I-M GPA)	3		
◆	MKT 324: Marketing Concepts (I-M GPA)^	3	C°	^Must have 45 hours completed in



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◆	Complete Anchor II and Discourse II Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			order to enroll.  °While students can satisfy degree requirements with a lower grade, students are encouraged to achieve the minimum recommended grade in critical basic skills and business course work in order to build a solid foundation for further study.  I-M GPA—these courses also count toward the in-major GPA.
Summer Semester Year 2				
				May use summer semester to ensure completion of 60 hours per academic year or to lighten fall and spring course loads.  Note: not all classes are offered in the summer. Consult with your advisor for recommendations.
◆	Complete 60 total hours toward degree Earn minimum 2.250 UM cumulative GPA			
Fall Semester Year 3: 15 hours				
	<b>**Anchor III: Civic and Community Engagement</b> - Click for Options	3		I-M GPA—these courses also count toward the in-major GPA.
	<b>**Discourse III: DISC 300 – Civic and Community Engagement</b> (Speech and Writing)	3		
	DSOM 309: Intermediate Business Statistics (I-M GPA)	3		
	FIN 325: Financial Management (I-M GPA)	3		
	MGT 330: Understanding the Individual in the Organization, (I-M GPA)	3		
◆	Complete RooWriter Writing Assessment Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			
Spring Semester Year 3: 15 hours				
	MGT 306: Legal, Ethical and Regulatory Environment of Business (I-M GPA)	3		% MGT 470 requires a special application process and extra costs are involved; study abroad trips are available in summer and January intersession.
	MGT 370: International Management (I-M GPA) <b>OR</b> MGT 470: International Study in Business (study abroad) (I-M GPA)%	3		
	MKT 335: Consumer Behavior in Marketing (I-M GPA)	3		
	Free Elective	6		I-M GPA—these courses also count toward the in-major GPA.
	Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			Take ETS Proficiency Profile Exam (EPP).
Summer Semester Year 3: 3 hours				
	Free Elective	3		May use summer semester to ensure completion of 90 hours per academic year or to lighten fall and spring course loads.
	Complete 90 hours toward degree			



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	Earn minimum 2.250 UM cumulative GPA			Note: not all classes are offered in the summer. Consult with your advisor for recommendations.
<b>Fall Semester Year 4: 15 hours</b>				
	DSOM 326: Production/Operations Management (I-M GPA)	3		I-M GPA—these courses also count toward the in-major GPA.  Apply for graduation.  The final 30 consecutive credit hours of coursework must be taken at UMKC.
	MGT 355: Organizational Effectiveness and Leadership (I-M GPA)	3		
	MIS 402: Information Management (I-M GPA)	3		
◆	MKT 348: Market Analysis (I-M GPA)	3		
	MKT emphasis elective #1; see list of options below (I-M GPA)	3		
◆	Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA			
<b>Spring Semester Year 4: 15 hours</b>				
	ENT 460: Creating the Enterprise (I-M GPA)	3		I-M GPA—these courses also count toward the in-major GPA.  Make Major Field Assessment Test (MFAT).  The final 30 consecutive credit hours of coursework must be taken at UMKC.
	MGT 471: Strategic Management (I-M GPA)	3		
◆	MKT 480: Marketing Strategy (I-M GPA)	3		
	MKT emphasis elective #2; see list of options below (I-M GPA)	3		
	Free elective	3		
◆	Complete 12 term hours minimum toward degree Earn minimum 2.250 UM cumulative GPA 123 hours completed.			

\*While students can satisfy degree requirements with a lower grade (as low as "D-"), students are encouraged to achieve at or above the minimum recommended grade noted in critical basic skills and business course work in order to build a solid foundation for further study.

Marketing Emphasis Elective Options (2 courses/6 hours required):

- ENT 361: New Product Development
- MKT 365: Introduction to Retailing and Pricing
- MKT 418: Sales and Promotional Strategies (pre-req MKT 324)
- MKT 442: Internet/Direct Marketing (pre-req MKT 324)
- MKT 476: Services Marketing (pre-req MKT 324)

<b>Non-course requirements</b>	<b>Met</b>
RooWriter Assessment	<input type="checkbox"/>
ETS Proficiency Profile Exam (EPP)	<input type="checkbox"/>
Major Field Assessment Test (MFAT)	<input type="checkbox"/>

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.



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**Graduation Requirements Summary:**

Total Hours	Totals Hrs at UMKC	Major GPA	UMKC GPA
123 hours minimum	30 hours minimum; 50 percent of junior/senior program	2.250 minimum	2.250 minimum