

**TENTATIVE COURSE SCHEDULE  
BUSINESS ADMINISTRATION MAJOR  
MARKETING CONCENTRATION**

<b>FALL-semester 1</b>	<b>SPRING-semester 2</b>
Truman Week Math Class (as placed) ENG 190 Writing or COMM 170 Pub Spkg BSAD 153 Intro Bus Data Analytics (or sem. 2) Choose 3-6 hours from: Foreign Language Liberal Studies Courses Lifetime Health or Military Science (or sem. 2)	Math or Statistics COMM 170 Pub Spkg or ENG 190 Writing BSAD 153 Intro Bus Data Analytics (or sem. 1) Choose 5-10 hours from: Foreign Language Liberal Studies Courses Lifetime Hlth or Military Sci (if not sem. 1)
<b>FALL-semester 3</b>	<b>SPRING-semester 4</b>
Math or Statistics (as needed) ACCT 220 Intro. Financial Accounting BSAD 234 Legal Env. Business (or sem. 4) Principles of Economics (ECON 200/201/205) STAT 220 Fund Data Science (or sem. 4) Choose 3-6 hours from: Foreign Language (BA or none yr. 1) Liberal Studies Courses	Math or Statistics (as needed) ACCT 221 Intro. Management Accounting BSAD 234 Legal Env. Business (or sem. 3) Principles of Economics (as needed) STAT 220 Fund Data Science (or sem. 3) Missouri Statute Course Choose 3-6 hours from: Foreign Language (BA or none yr. 1) Liberal Studies Courses
<b>FALL-semester 5</b>	<b>SPRING-semester 6</b>
BSAD 349 Organizational Behavior BSAD 325 Principles of Marketing BSAD 353 Info Mgmt & Data Analytics (or sem. 6) JINS 3XX Jr. Writing Seminar STAT 375, 376, or 378 (Req. Support)	BSAD 329 Principles of Finance BSAD 352 Operations Management BSAD 360 Mktg Resrch / BSAD 365 Cons Behav BSAD 353 Info Mgmt & Data Analytics (or sem. 5) Required Support Course
<b>FALL-semester 7</b>	<b>SPRING-semester 8</b>
BSAD 360 Mktg Resrch / BSAD 365 Cons Behav BSAD 445 Brand Mgmt & Strat Mgmt Marketing Concentration Course BS Req. (as needed) Liberal Studies Courses/Electives (as needed)	Marketing Concentration Course (as needed) BSAD 445 Brand Mgmt & Strat Mgmt (as needed) BSAD 460 Strategic Management Liberal Studies Courses/Electives (as needed) BS Req. (as needed)