

Northwest Missouri State University Booth School of Business Marketing Comprehensive Major – No Minor Required Bachelor of Science

This Four-Year Plan is meant to supplement your **Degree Audit**. You should work with your academic advisor on a regular basis for individual academic planning.

Milestone courses are courses which, if not taken in the appropriate semester, can delay graduation. Milestone courses are denoted in yellow below.

First Semester			Second Semester		
10-111	Composition I	3	10-112	Composition II	3
33-155/156	The United States to 1877/since 1877	3		Physical Science & Lab	4
17-114	General Statistics	3	52-150	Principles of Macroeconomics	3
44-130	Computers and Information Technology	3	34-102	Intro to American Government & Politics	3
29-102	Fundamentals of Oral Communication	3	51-201	Accounting I	3
77-101	University Seminar	1			
Total Hours		16	Total Hours		16
First Semester			Second Semester		
Second Year					
ringe genneste	r		Second Sem	ester	
51-202	Accounting II	3	Second Sem 54-310	ester Business Communication	3
		3			3
51-202	Accounting II	-		Business Communication	-
51-202 52-151	Accounting II Principles of Microeconomics	3	54-310	Business Communication Fine Arts Choice	3
51-202 52-151 17-116	Accounting II Principles of Microeconomics Mathematical Modeling	3 3	54-310	Business Communication Fine Arts Choice Introduction to Literature	3
51-202 52-151 17-116	Accounting II Principles of Microeconomics Mathematical Modeling Principles of Marketing	3 3 3	54-310 10-220	Business Communication Fine Arts Choice Introduction to Literature Life Science & Lab	3 3 4 3
51-202 52-151 17-116 55-330	Accounting II Principles of Microeconomics Mathematical Modeling Principles of Marketing	3 3 3 3 3	54-310 10-220 54-313	Business Communication Fine Arts Choice Introduction to Literature Life Science & Lab	3 3 4 3
51-202 52-151 17-116 55-330	Accounting II Principles of Microeconomics Mathematical Modeling Principles of Marketing	3 3 3 3 3	54-310 10-220 54-313	Business Communication Fine Arts Choice Introduction to Literature Life Science & Lab	3 3 4

First Semester			Second Serie	ester	
44-317	Management Information Systems	3	53-311	Business Law I	3
53-324	Fundamentals of Business Finance	3	55-438	International Business	3
	Humanities Choice 1	3		Directed Business Elective	3
55-332	Promotion	3	54-315	Operations Management	3
55-333	Consumer Behavior	3		Humanities Choice 2	3
Total Hours		15	Total Hours		15

Fourth Year								
First Semester			Second Semester					
55-430	Sales and Sales Management	3	55-434	Marketing Management	3			
55-432	Marketing Research	3		Direct Business Elective	3			
	Directed Business Elective	3		Elective	3			
	Elective	3	54-417	Strategy and Decision Making	3			
	Elective	3		Prerequisite: All Com Prof Comp courses				
Total Hours		15	Total Hours		12			

Updated Fall 2022