Marketing

Sample Year by Year

Not all courses offered every semester

Year One • EN 160 • EN 130 • MA 165 • SP 100 • PE 221 • CS 119 • PH 105 • PL 100 • SC 100 Year Two • BA 232 • MA 185 • EC 216 • BA 212 • PL 125 • EC 206 • BI 104 • NP 100 • HS 104 • AC 210 • BA 322 Year Three • BA 322 • AC 210 • BA 332 • BA 330 • Upper Level Elective • BA 352 • EC 375 • BA 330 • Upper Level Elective • BA 324 • 2 Electives • BA 302 • MC 274 • BA 362 • 2 Upper Level Electives • BA 402 • 2 Upper Level Electives • BA 442 • Electives	-	
 SP 100 PE 221 CS 119 PL 100 SC 100 Year Two BA 232 MA 185 EC 216 BA 212 PL 125 EC 206 BI 104 NP 100 HS 104 AC 210 Year Three BA 322 EC 375 BA 330 Upper Level Elective BA 302 Year Four MC 274 BA 324 2 Electives BA 362 BA 442 	Year One	◆ EN 160
 CS 119 PL 100 SC 100 Year Two BA 232 MA 185 EC 216 BA 212 PL 125 EC 206 BI 104 NP 100 HS 104 AC 210 Year Three BA 322 EC 375 BA 330 Upper Level Elective BA 302 Year Four MC 274 2 Electives BA 362 BA 442 	◆ EN 130	♦ MA 165
 PL 100 SC 100 Year Two BA 232 MA 185 EC 216 BA 212 PL 125 EC 206 BI 104 NP 100 HS 104 AC 210 Year Three BA 322 AC 220 BA 332 BA 282 EC 375 BA 330 Upper Level Elective BA 302 Year Four AC 274 2 Electives BA 362 BA 442 	◆ SP 100	◆ PE 221
 SC 100 Year Two BA 232 MA 185 EC 216 BA 212 PL 125 EC 206 BI 104 NP 100 HS 104 AC 210 Year Three BA 322 AC 220 BA 332 BA 282 EC 375 BA 330 Upper Level Elective BA 302 Year Four BA 324 2 Electives BA 362 BA 442 	◆ CS 119	◆ PH 105
Year Two • BA 232 • MA 185 • EC 216 • BA 212 • PL 125 • EC 206 • BI 104 • NP 100 • BI 104 • NP 100 • BI 104 • NP 100 • BI 232 • AC 210 • BA 322 Year Three • BA 322 • • AC 220 • BA332 • BA 282 • EC 375 • BA 330 • Upper Level • BA 352 • Elective • BA 302 • MC 274 • BA 362 • 2 Upper Level • BA 362 • 2 Upper Level • BA 362 • 2 Upper Level • BA 362 • 2 Upper Level	◆ PL 100	
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Year Three • BA 322 • AC 220 • BA332 • BA 282 • EC 375 • BA 330 • Upper Level Elective • BA 352 • Elective • BA 302 • MC 274 • BA 324 • 2 • BA 402 • 2 • BA 362 • Electives • BA 362 • 2	♦ HS 104	
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 BA 362 BA 442 	◆ BA 324	♦ 2 Electives
 BA 362 BA 442 	◆ BA 402	• 2 Upper Level
	► BA 362	Electives
◆ FC 455	◆ BA 442	
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Whether it's choosing a phone or a brand of clothing, many of your purchasing decisions are consciously or unconsciously influenced by marketing. The marketing industry is fastpaced and changes rapidly. As the field continues to evolve, incorporating the fields of science, sociology and psychology; companies will look to hire well-rounded, marketing professionals capable of critical and strategic thinking. Today's marketing professionals combine creative concepts with datadriving decisions to promote products and services in every industry.

Career Possibilities

- Marketing Strategist
- Digital Communications Specialist
- Marketing Research
- Advertising
- Sales Manager
- Market and Research Surveyor
- Marketing Account Manager

Graduate Program Possibilities

- Master of Business Administration
- Master of Public Relations

Why a degree in Marketing from Missouri Valley?

Marketing requires a creative mindset and the ability to analyze and interpret data. Missouri Valley's liberal arts core encourages you to become a curious, critical thinker; and strives to ignite a passion for lifelong learning that is essential to the ever-changing field of marketing. You'll benefit from small class sizes that allow you to fully explore and refine your marketing skill set. Our faculty members understand first-hand what it takes to succeed in marketing, they have many years of experience as marketing professionals, including experience managing their own marketing firms.