DONALD L. HARRISON COLLEGE OF BUSINESS

Marketing: Sales Management Option

Southeast Missouri State University™

Bachelor of Science in Business Administration (BSBA)

Sales Management Option

The sales management option prepares students to motivate, train and manage an effective sales force. Students learn about consumer behavior, advertising and promotion, marketing research and marketing strategy.

AACSB ACCREDITED

According to the Department of Labor, employment of sales managers will grow about 12 percent between 2010 and 2020. Median annual wages are ranked in the highest quartile for sales managers.

Sales Management students will...

- Interact with qualified, award winning faculty in a small class environment.
- Participate in engaging and impactful client-based projects.
- Study in *Robert A. Dempster Hall*, an efficient and beautiful business building with a look and feel of a corporate environment.
- Have access to more than 30 study-abroad programs offered with the Harrison College of Business.
- Have access to Southeast's *Douglas C. Greene Center for Innovation and Entrepreneurship,* one of the largest entrepreneurship programs in the Midwest. Entrepreneurial studies prepare students to be creative and innovative in their chosen careers.

Career Planning

Currently, 98% of Harrison College of Business graduates find employment within a year of graduation.

A St. Louis Outreach Office, located in Chesterfield, Missouri, provides career exploration assistance, resume critiques, interview tips, job search strategies and more.

St. Louis Business Interview Days offers Southeast business students a one-of-a-kind interviewing and networking opportunity.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.
Career Services, located in Academic Hall 057, provides professional career advising to guide students in their career development.		

Internship and Employment Opportunities of Recent Graduates

- AT&T Yellow Pages
- Best Buy
- Cape Electric Supply
- CBS Radio KMOV
- Charter Communications
- Edward Jones
- Enterprise Holdings
- Fastenal
- Foot Locker
- GlaxoSmithKline
- IBM
- JC Penney
- Macy's
- Maritz Marketing Research
- Mississippi River Radio
- Mondelez/Nabisco
- Northwestern Mutual Financial
- State Farm
- University Directories
- Wells Fargo Financial

Admission Requirements

1. Completion of 60 semester hours.
2. Completion of: AC221, AC222, AD101, BL255, EC215, EC225, EN140, MA134, MG252, QM257, QM258 and SC105 with a grade of 'C' or better.
3. Cumulative 2.25 GPA.
4. Business students must be admitted to the College of Business prior to enrolling in upper division (300 level or above) business courses.

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
www.semo.edu

To explore the Harrison College of Business online, visit www.semo.edu/hcb

For advising
Harrison College of Business Advising Center
(573) 651-5090
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www5.semo.edu/cobadvising

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Degree Map

This is a guide based on the 2014-2015 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use DegreeWorks to monitor their individual progress.

CURRICULUM CHECKLIST

Business students must be admitted to the College of Business prior to enrolling in upper division (300 level or above) business courses.

Business Administration Core – 33 Hours Required

A grade of 'C' is required in each core course except accounting majors must earn 'A' or 'B' in AC222.

___ AC221 Principles of Accounting I (3)
___ AC222 Principles of Accounting II (3)
___ BA490 Business Policy & Strategy (3)
___ BL255 Legal Environment of Business (3)
___ FI361 Financial Management (3)
___ MG301 Principles of Management (3)
___ MI375 Management Information Systems (3)
___ MK301 Principles of Marketing (3)
___ QM352 Management Science (3)
___ QM358 Production/Operations Management (3)

Choose 3 Hours From:*

___ AC540 International Perspectives of Accounting (3)
___ BA560 International Business Study Tour (3)
___ EC580 International Economics (3)
___ FI540 International Finance (3)
___ MG560 International Management (3)
___ MK560 International Marketing (3)

* International Course taken to meet Business Administration Core requirement may not be counted on a major.

Support Courses – 30 Hours Required

Some courses may fulfill University Studies requirements.
A grade of 'C' or better is required in each support course.

___ AD101 Intro to Microcomputer Applications (3)
___ EC215 Principles of Microeconomics (3) (
___ EC225 Principles of Macroeconomics (3)
___ EN140 Rhetoric & Critical Thinking (3)
___ MA134 College Algebra (3)
___ MG252 Business Communication (3)
___ QM257 Business Statistics (3)
___ QM258 Business Statistics II (3)
___ SC105 Fundamentals of Oral Communication (3)
___ UI400 Business & Ethics (3)

NOTE: All 100 and 200 level core and support courses are pre-requisite to all 300 level business core and business major courses.

Marketing Major Courses – 24 Hour Major – No Minor Required

Required Marketing Core:

___ MK343 Advertising & Promotion (3)
___ MK344 Consumer Behavior (3)
___ MK345 Intro to Business Research (3)
___ MK449 Marketing Management (3)
___ Choose 3 Hours MK Courses (300-500 level except MK301), MG560*, MK560*, BA361 or BA560*
___ Real World Experience** – Choose one option:
Participate in departmentally approved international academic program (3) **OR**
Complete departmentally approved internship (3)

Required Courses for Sales Management Option:

___ MK342 Professional Selling (3)
___ MK447 Sales Management (3)

Choose 3 Hours:

___ MG354 Business Negotiation: Concepts and Practice (3)
___ MG470 Leadership in Management (3)
___ MG550 Improving Team Performance (3)

* If selected as elective, cannot also count for international course requirement for the BSBA degree.

**Class used to fulfill the real world experience requirement may also be used to fulfill the elective requirement.

University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Literary Expression, Behavioral Systems, Living Systems, Physical Systems, Development of a Major Civilization, Political Systems, Social Systems, and two IU/UI3XXs

SAMPLE FOUR-YEAR PLAN

Marketing: Sales Management Option

Requirements for the 2014-2015 Undergraduate Bulletin

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	EN140	3
	EN100	3	SC105	3
	AD101	3	Behavioral Systems	3
	MA134	3	Dev. of Major Civ.	3
	Artistic Expression	3	Social Systems	3
	Total	**15**	**Total**	**15**
SECOND YEAR	AC221	3	AC222	3
	EC215	3	BL255	3
	MG252	3	EC225	3
	QM257	3	QM258	3
	Literary Expression	3	Living Systems	3
	Physical Systems	3	Political Systems	3
	Total	**18**	**Total**	**18**
	(summer courses are encouraged to avoid 18 hour semesters)			
THIRD YEAR	FI361	3	MI375	3
	MG301	3	MK343	3
	MK301	3	MK345	3
	QM352	3	QM358	3
	IU/UI3XX	3	IU/UI3XX	3
	Total	**15**	**Total**	**15**
FOURTH YEAR	International Course	3	BA490	3
	MK342	3	MK447	3
	MK344	3	MK449	3
	MG Elective	3	Real World Experience	3
	UI400	3		
	Total	**15**	**Total**	**12**

Degree requirements for all students: *a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the freshman and senior levels.*

A minimum 2.25 GPA in the major and overall are required to graduate with a BSBA degree.

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.

Revised 02/14/2014

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