Donald L. Harrison College of Business
Bachelor of Science in Business Administration Degree
Marketing Major

Marketing majors must select an option in Integrated Marketing Communications, Marketing Mgmt., or Sales Mgmt.

➢ University Studies (required for any bachelor's degree at Southeast)
(refer to www.semo.edu/ustudies/handbook for a list of courses by category with course descriptions and prerequisites)

- UI100 (waived for transfer students who transfer in 24 or more degree hours earned after high school graduation)
- EN100 English Composition (prerequisite: EN099 or placement)
- Artistic Expression
- Literary Expression
- Oral Expression (SC105 is required of all business majors)
- Written Expression (EN140 is required of all business majors)
- Behavioral Systems
- Living Systems
- Logical Systems (MA134 is required of all business majors)
- MA101 and MA102 may be required (based on placement)
- Physical Systems
- Major Civilization
- Economic Systems (EC215 is required of all business majors)
- Political Systems
- Social Systems
- UI3XX
- UI3XX
- UI4XX (UI400 is required of all business majors)

➢ Core/Support Courses (required of all BSBA majors)

Course prerequisites are listed in () to the right of the course name. A grade of ‘C’ or better is required in each prerequisite course. In addition, business majors must be admitted to the Harrison College of Business prior to enrolling in any upper level (300-500) business courses. Admission requirements to the College include completion of 60 hours, a minimum 2.25 overall GPA, and completion of each lower level core/support course with a grade of ‘C’ or better.

- AC221 Principles of Financial Accounting (30 hours, AD101, MA134)
- AC222 Principles of Managerial Accounting (30 hours, AD101, MA134, and AC221)
- AD101 Intro to Microcomputer Applications (keyboarding is recommended)
- BA490 Business Policies & Strategies (90 hours and completion of all business core except Intl’ Course)
- BL255 Legal Environment of Business (30 hours)
- EC215 Principles of Microeconomics (also counts for economic systems) (AD101, MA134)
- EC225 Principles of Macroeconomics (AD101, MA134, and EC215)
- EN140 Rhetoric & Critical Thinking (also counts for written expression) (EN100 or placement)
- FI361 Principles of Financial Management (60 hours; AC221, AC222, EC215, and EC225)
- MA134 College Algebra (also counts for logical systems) (MA101 or placement)
- MA139 Applied Calculus (MA134)
- MG252 Business Communications (EN140) (AD101 is strongly recommended)
- MG301 Principles of Management (45 hours)
- MI375 Management Information Systems (60 hours and AD101; MG301 is pre or co-req)
- MK301 Principles of Marketing (45 hours)
- QM257 Business Statistics (AD101, MA139)
- QM352 Quantitative Methods in Business (60 hours, QM257, and MA139)
- QM358 Production/Operations Management (QM352)
- SC105 Fundamentals of Oral Communication (also counts for oral expression)
- UI400 Business & Ethics (also counts for UI4XX) (90 hours, completion of Univ Studies core curriculum)
- International Business Course (select one from AC540, BA560, EC580, FI540, MG560, or MK560)

See reverse for major requirements.
Marketing Major (from fall 2010 to present)

- Major Courses (24 hours) Prerequisites on the right in ( ), requires ‘C’ or better

Required Marketing Core (15 hours):

- MK343 Advertising and Promotion (MK301)
- MK344 Consumer Behavior (MK301)
- MK449 Marketing Management (15 hours marketing courses)
- Choose 3 hours: BA361, BA560,* MK560,* MG560* or any MK course (300-500 level – except MK301). *If selected as elective, cannot also count for international course requirement for the BSBA degree
- Real World Experience: This value-added dimension provides you with unique experiences considered of high importance by prospective employers. It makes you more marketable. Fulfill this requirement by either
  - Participating in a departmentally approved international academic program (ranges from short-study abroad programs to full-semester programs approved by HCB’s International Programs Director) OR
  - Completing a departmentally approved internship (minimum of 1 credit hour; can be paid or unpaid; for a not-for-profit or for-profit organization; approval must be granted in advance by Dept. Internship Coordinator)

Marketing majors must select an option in Integrated Marketing Communications or Marketing Management or Sales Management. Choose one option (9 hours):

Integrated Marketing Communications

Required courses (6 hours):

- MK342 Professional Selling (MK301)
- MK443 Integrated Marketing Communications Practicum (MK343)

Choose one course from the following (3 hours):

- MK341 Public Relations (MK301)
- MK555 Internet Marketing (MK301)

Marketing Management

Required courses (6 hours):

- MK348 Product and Pricing Strategy (MK301)
- Choose 3 hours of any MK course (300-500 level – except MK301). If select MK560 here, it cannot be counted for international course requirement for BSBA degree nor for elective in the marketing core.

Choose one course from the following (3 hours):

- MK346 Distribution Management (MK301)
- MK349 Retail Management (MK301)

Sales Management

- MK342 Professional Selling (MK301)
- MK447 Sales Management (MK301)
- Choose 3 hours from the following:
  - MG354 Business Negotiation: Concepts and Practice (MG301)
  - MG470 Leadership in Management (MG301)
  - MG550 Improving Team Performance (MG301)

Courses required for the major may not be offered each semester. Students should plan accordingly based on tentative course rotation schedules, which are typically available on departmental websites or from the department offices.

Additional Graduation Requirements: MAPP 2; WP003 and CL001-CL004

Graduation requirements for the BSBA degree include completion of all required core/support, major, university studies, and minor (if required) courses. Please note a minimum of 120 degree hours with a minimum 2.0 Southeast GPA, 2.25 cumulative GPA, and 2.25 major GPA are required for graduation.

Department of Management and Marketing
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