Southeast Missouri State University          Bachelor of Science in Business Administration (BSBA) Degree
Donald L. Harrison College of Business     Marketing Major (2013 – 2014 catalog year)

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

- University Studies (required for all bachelor’s degrees at Southeast)
  (refer to www.semo.edu/ustudies/handbook for a list of courses by category with course descriptions and prerequisites)
  - U1100 First Year Seminar (waived for students who transfer in 24 or more degree hours earned after high school graduation)
  - EN100 English Composition (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) (EN100 or placement is prerequisite)
  - Behavioral Systems
  - Living Systems
  - Logical Systems (MA134 is required of all business majors) (MA102 with ‘C’ or placement)
    - MA050, MA101, and MA102 may be required (based on placement)
  - Physical Systems
  - Development of a Major Civilization
  - Economic Systems (EC215 is required of all business majors) (after AD101 and MA134 with ‘C’ or better)
    - Political Systems
    - Social Systems
    - IU or UI3XX
    - IU or UI3XX
    - UI4XX (UI400 is required of all business majors) (after 90 hours & completion of 100-200 level univ studies)

Courses in bold fulfill requirements for University Studies and Core/Support Courses

- Core/Support Courses (required of all BSBA majors) A grade of ‘C’ or better is required in each course.
  Course prerequisites are listed in ( ) to the right of the course name. Business majors must be admitted to the Harrison College of Business prior to enrolling in any upper level (300-500) business courses. Admission requirements include completion of 60 hours, a minimum 2.25 overall GPA, and completion of each lower (100-200) level core/support course with a grade of ‘C’ or better.
  - AC221 Principles of Accounting I (30 hours, AD101, MA134) (Accounting majors need grade of ‘A’ or ‘B’ in AC221)
  - AC222 Principles of Accounting II (AC221) (Accounting majors need grade of ‘A’ or ‘B’ in AC222)
  - AD101 Intro to Microcomputer Applications (keyboarding skills)
  - BA490 Business Policy & Strategy (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 (EC215)
  - EN140 Rhetoric & Critical Thinking (also counts for written expression) (EN100 or placement)
  - FI361 Financial Management (60 hours, AC222, and EC225)
  - MA134 College Algebra (also counts for logical systems) (MA102 with ‘C’ or placement)
  - MG252 Business Communication (EN140) (AD101 is strongly recommended)
  - MG301 Principles of Management (45 hours) (must have advisor permission if not yet admitted to HCB)
  - MI375 Management Information Systems (60 hours and AD101; MG301 is pre or co-req)
  - MK301 Principles of Marketing (45 hours) (must have advisor permission if not yet admitted to HCB)
  - QM257 Business Statistics I (AD101, MA139)
  - QM258 Business Statistics II (QM257) students with a catalog year prior to fall 2013 take MA139 Applied Calculus instead
  - QM352 Management Science (60 hours and QM258)
  - QM358 Production/Operations Management (60 hours and QM258)
  - SC105 Fundamentals of Oral Communication (also counts for oral expression)
  - U1400 Business & Ethics (also counts for U14XX) (90 hours, completion of 100-200 level Univ Studies)
    - International Business Course (select one from AC540, BA560, EC580, FI540, MG560, or MK560*)

  *international course taken to meet the core/support course requirement cannot fulfill a major requirement

- Additional Graduation Requirements (0 hours):
  - MAPP entrance exam (taken during first semester) and MAPP exit exam (taken after 90 hours); 0 credit hours; register through Testing Services at www.semo.edu/testing
  - WP003 (taken after ‘C’ or better in EN140 and completion of 75 hours); 0 credit hours; enroll through portal using WP003 as course number; www.semo.edu/writing
  - CL001-CL004 Career Linkages; 0 hours; enroll through portal; all are completed online; www.semo.edu/careerlinkages

An advising appointment is required each semester prior to enrollment.

Department of Management and Marketing
Dempster Hall, Room 225 573-651-2924 www.semo.edu/managementandmarketing
Marketing Major (2012 – 2013 catalog year) continued

(A minimum 2.25 GPA is required in major courses.) No minor required. Must select option within major.

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

**Required Marketing Core (15 hours):** (required of all options)

- MK343 Advertising and Promotion (MK301)
- MK344 Consumer Behavior (MK301)
- MK345 Intro to Business Research (MK301, QM257)
- 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 from:**

1. Participate in an international short term or semester long study abroad approved by Int’l Programs Director in Dempster 201. If BA560, MG560 or MK560 is selected as a real world experience, it cannot also count for international core/support course but can count in the “choose 3 hours” above.
2. Complete a department approved internship (minimum of 1 credit hour; approval must be granted in advance by Internship Coordinator in Department of Management and Marketing in Dempster Hall 225). A 3 hour internship can count here and also for the “Choose 3 hours” above.

Choose one option (9 hours) from **Integrated Marketing Comm., Marketing Management, or Sales Mgt.**

**Integrated Marketing Communications Option**

- **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 (AD101 and MK301)

**Marketing Management Option**

- **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 core/support course requirement for BSBA degree nor for elective in the required marketing core.

- **Choose one course from the following (3 hours):**
  - MK346 Distribution Management (MK301)
  - MK349 Retail Management (MK301)

**Sales Management Option**

- **Required courses (6 hours):**
  - MK342 Professional Selling (MK301)
  - MK447 Sales Management (MK301)

- **Choose one course from the following (3 hours):**
  - 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 available at [http://www.semo.edu/managementandmarketing](http://www.semo.edu/managementandmarketing).

**Graduation requirements for the BSBA degree include:**

- successful completion of all required core/support, major, university studies, and minor (if applicable) courses
- successful completion of Career Linkages 001-004, MAPP (entrance and exit) exams, and the WP003 exam
- a minimum of 120 degree hours with a minimum 2.0 Southeast GPA, 2.25 overall GPA, and 2.25 major GPA
- a minimum of 39 hours of senior college courses (300-599) must be completed after 45 hours
- a minimum of 30 hours must be completed in residence at Southeast
- 30 of the last 60 hours must be earned at Southeast; last term must be completed at Southeast (see page 79 for exception criteria)
- no more than 1/2 of the jr. college and 1/2 of the sr. college work on a major or minor may be taken by correspondence and/or extension
- fifty percent of an individual’s business degree program (60 hours) must be comprised of non business courses
- fifty percent of the business hours counted toward a business degree must be taken at Southeast (core and major requirements)

Requirements listed reflect the 2013-2014 undergraduate bulletin. Students should refer to DegreeWorks for specific graduation requirements based on the student’s catalog year.