Minors
Department of Management and Marketing

Advising Notes: If a student minors in more than one area of one of our disciplines, electives (“choose from” category) should differ between each minor.

Courses required for the minor may not be offered each semester. Students should plan accordingly based on tentative course rotation schedules, which are typically available on the departmental website (http://www4.semo.edu/managementandmarketing) or from the department office (Dempster Hall 225; 573-651-2924).

Please review prerequisites required for each course. Fifteen hours are required for each minor, unless stated (Int’l Business requires 18 hours and Business Administration requires 30). The current Bulletin may be accessed at http://www.semo.edu/bulletin/index.htm.

Required courses are listed on the left. Prerequisites are listed on the right. Course prerequisites require a “C: or better.

**MARKETING: INTEGRATED MARKETING COMMUNICATIONS**

MK 301 Principles of Marketing (3)  
MK 341 Public Relations (3)  
MK 342 Professional Selling (3)  
MK 343 Advertising & Promotion (3)  
MK 443 Integrated Mktg Comm Practicum (3)  

**MARKETING: MARKETING MANAGEMENT**

MK 301 Principles of Marketing (3)  
MK 343 Advertising & Promotion (3)  
MK 346 Distribution Management (3)  
MK 348 Product & Pricing Strategy (3)  
Choose any MK course except MK 345, MK 449 and MK 473 (3)

**MARKETING: RETAIL MANAGEMENT**

MK 301 Principles of Marketing (3)  
MK 343 Advertising & Promotion (3)  
MK 349 Retail Management (3)  
Choose 6 hours of MK courses except MK 345, MK 449 and MK 473

**MARKETING: SALES MANAGEMENT**

MK 301 Principles of Marketing (3)  
MK 342 Professional Selling (3)  
MK 344 Consumer Behavior (3)  
MK 447 Sales Management (3)  
Choose any MK course except MK 345, MK 449 and MK 473 (3)

**ENTREPRENEURSHIP**

IU 305 Entrepreneurship (3)  
BA 361 Principles of Entrepreneurship (3)  
BA 531 Imagination, Creativity and Innovation (3)  
BA 551 Managing and Growing New Ventures (3)  
BA 561 Business Planning for New Ventures (3)  

*Note: Management Majors cannot select this minor since they can take this area as a second option in the major.*
MANAGEMENT

Required Courses:
MG 301 Principles of Management (3)  Completion of 45 Hours
MG 462 Organization Theory & Design (3)  MG301
MG 550 Improving Team Performance (3)  MG301
Choose 6 Hours From:
BA 361 Principles of Entrepreneurship (3)  Completion of 45 Hours
BA 531 Imagination, Creativity and Innovation (3)  Junior Standing
MG 354 Business Negotiation: Concepts and Practice (3)  MG301
MG 356 Foundations of Human Resource Mgmt (3)  MG301
MG 457 Organizational Behavior (3)  MG301
MG 470 Leadership in Management (3)  MG301
MG 560 International Management (3)  MG301
IM 411 Total Quality Assurance (3)  IM102 & IM311

HUMAN RESOURCE MANAGEMENT

Required Courses:
MG 301 Principles of Management (3)  Completion of 45 Hours
MG 356 Foundations of Human Resource Mgmt (3)  MG301
MG 546 Acquiring and Compensating Talent (3)  MG356
MG 566 Legal and Union Issues in Human Resources (3)  MG356
Choose 3 Hours From:
MG 456 Topics in Human Resource Mgt (3)  MG356
MG 526 Managing & Developing Talent (3)  MG301
MG 354 Business Negotiation: Concepts and Practice (3)  MG301
MG 470 Leadership in Management (3)  MG301
MG 550 Improving Team Performance (3)  MG301

INTERNATIONAL BUSINESS

18 Hours Required
EC 580 International Economics (3)  EC215, EC225, MA134, and senior standing
FI 540 International Finance (3)  FI361 and senior standing
MG 560 International Management (3)  MG301
MK 560 International Marketing (3)  MK301
UI 343 Transcultural Experience (3)  See University Bulletin
Choose 3 Hours From:
AC 540 International Persp on Acct (3)  AC222
MK 478 Global Logistics (3)  MG301; MK301
UI 322 International Political Economy (3)  See University Bulletin
UI 349 Comparative Economics Systems (3)  See University Bulletin

BUSINESS ADMINISTRATION

30 Hours Required* (For non-Business majors only)
Required Courses:
AC 221 Princ of Accounting I (3)  AD101; MA134
AC 222 Princ of Accounting II (3)  AC221
AD 101 Intro/Microcomputer Appl (3)  Keyboarding Skills
EC 225 Princ of Macroeconomics (3)  EC215 or AG245
FI 361 Financial Management (3)  AC222; EC225
MA 139 Applied Calculus (3)  MA134
MG 301 Principles of Management (3)  Completion of 45 Hours
MI 375 Management Info Systems (3)  AD102; MG301
MK 301 Principles of Marketing (3)  Completion of 45 Hours
QM 257 Business Statistics (3)  AD101; MA139

*All courses require minimum grade of ‘C’.

See advising notes at top of page on the reverse side.  2011-12 Catalog Year