

MARKETING

Master of Business Administration (MBA) Face to Face and Online Delivery

This is a guide based on the 2026-2027 Graduate Catalog and is subject to change. The time it takes to earn a degree will vary based on factors such as dual enrollment, remediation, and summer enrollment. Students meet with an academic advisor each semester and use Degree Works to monitor their progress.

CURRICULUM CHECKLIST

33 Hours Required

Core Requirements (21 hours)

- ___ BA600 Organizational Behavior in Practice (3)
- ___ BA620 Business Research Methods (3)
- ___ BA630 Integrated Decision Information Systems (3)
- ___ BA650 Strategic Decision Making¹ (3)
- ___ BA651 Strategic Marketing (3)
- ___ BA660 Accounting for Managers (3)
- ___ BA668 Managerial Finance (3)

Choose 12 hours²:

- ___ BA550 Global Logistics (3)
- ___ BA657 Applied Research Project (3)³
- ___ MK547 Sales Management (3)
- ___ MK555 Digital Marketing Strategies (3)
- ___ MK560 International Marketing (3)
- ___ MK586 Customer Metrics & Data-Driven Marketing (3)

¹BA650 is the capstone course experience for the MBA program.

²BA601-605 and BA607 Business Essentials prerequisite courses – up to 3 hours may count in elective area.

³Applied Research Project must be in a marketing area.

Minimum of 18 hours in the degree program must be at the 600 level.

Students that previously earned a bachelor's or graduate degree in marketing may substitute a 5th elective from among BA550 or MK500 level electives in place of BA651. Students that previously earned a bachelor's or graduate degree in another MBA core business discipline may substitute a 5th graduate elective in that discipline in place of the associated BA6xx core course.

Students without an undergraduate degree in business may need to complete or demonstrate proficiency in the following required foundation coursework* prior to taking courses for which there are prerequisites. The foundation knowledge/coursework includes:

- Principles of Accounting I or Graduate Business Accounting Essentials
- Microeconomics or Graduate Business Microeconomics Essentials
- Financial Management or Graduate Business Finance Essentials
- Management Information Systems or Graduate Business Information Systems Essentials
- Business Analytics or Introductory Behavioral Statistics or Graduate Business Statistics Essentials

Students must earn a sufficient grade in all of the above classes. ["CR" for Graduate Business Essentials courses. "C" or better for other courses listed.]

*Proficiency in these areas may be demonstrated through any of the following alternatives:

1. Completion of BA601-605 Business Essentials coursework, as needed. (Up to 3 hours may count in the elective section of certain MBA options.)
2. A CLEP or DANTES exam if available. Credit will not be given for these courses with a passing grade on the exam, but a passing score will indicate proof of course knowledge.
3. Applied knowledge of a given domain in the work environment. The extent to which relevant work experience demonstrates proficiency will be determined by the program director. Applicants who would like their work experience to be considered must submit a detailed resume with their application.

Admission Requirements

Individuals admitted to the MBA program must have an undergraduate degree from an AACSB accredited business program or have satisfactorily completed the equivalent course work from an accredited institution.

Students without the foundation knowledge base in business and economics, yet meeting other admission requirements, may receive provisional admission to the MBA program. Regular admission status may be granted upon completion of prerequisite coursework.

In addition to the criteria established for general admission to graduate studies there are departmental criteria. Applicants are eligible for admission if they qualify under one of the following four scenarios:

- Any bachelor's degree* with GPA of ≥ 3.0
- Any graduate degree*
- Bachelor's degree* with a GPA of 2.5 to 2.99
 - Regular Admission with documentation** of one of the following:
 - 5 years of managerial work experience.
 - an active healthcare provider license.
 - recognized professional certification.
 - Probationary Admission otherwise. Students admitted with probationary status will need to complete the first 9 graduate credit hours with grades of B or better.
- Individuals with a bachelor's degree* GPA under 2.5 may be considered for Probationary Admission with additional documentation** demonstrating the applicant's preparation for graduate school.

*Degrees earned from a U.S.A. regionally accredited institution or foreign equivalent.

**Decisions about admission based upon the evaluation of a detailed resume, a healthcare provider license, professional certification, or additional documentation would be made at the discretion of the Director – Graduate Business Studies. The healthcare provider license should be something like nursing, pharmacist, etc. that has recognized standards and requires continuing education. Examples of professional certification include PMI Project Management, Six Sigma Green Belt, SHRM Certified Professional, Charter Financial Analyst, Certified Financial Planner, Certified Scrum Master, etc.

International students applying with a three-year degree must have their transcripts evaluated by an outside agency endorsed by AICE (www.aice-eval.org) or that is a member of NACES (www.naces.org).



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DEGREE MAP

2026-2027



SOUTHEAST MISSOURI
STATE UNIVERSITY · 1873[®]

GILLIAN NICHOLLS / (573) 651-2016 / gnicholls@semo.edu
SOUTHEAST ONLINE / (573) 651-2766 / OGS@semo.edu