

MARKETING: MARKETING MANAGEMENT OPTION

Bachelor Science in Business Administration (BSBA)

This is a guide based on the 2026-2027 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 Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

"Critical Courses" are **italicized and bolded**. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Business Administration Core – 30 hours required

A grade of 'C' is required in each core course.

- ___ **AC221 Principles of Accounting I (3)**
- ___ **AC222 Principles of Accounting II (3)**
- ___ BA101 The Business Universe (3)
- ___ BA490 Business Policy & Strategy (3)
- ___ BL255 Business Law (3)
- ___ FI361 Financial Management (3)
- ___ MG301 Principles of Management (3)
- ___ MI375 Management Information Systems (3)
- ___ MK301 Principles of Marketing (3)

Choose 3 hours*:

- ___ AC540 International Perspectives of Accounting (3)
- ___ BA550 Global Logistics (3)
- ___ BA560 Topics in International Business (3)
- ___ BL560 International Business Law (3)
- ___ EC580 International Economics (3)
- ___ FI540 International Finance (3)
- ___ HA560 International Healthcare Administration (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 – 21 Hours Required

Some courses may fulfill General Education requirements.

A grade of 'C' or better is required in each support course.

- ___ BA252 Business Communication (2)
- ___ BA452 Professionalism (1)
- ___ EC215 Principles of Microeconomics (3)
- ___ EC225 Principles of Macroeconomics (3)
- ___ **EN140 Rhetoric & Critical Thinking (3)**
- ___ **MA116 Precalculus A OR MA123 Mathematical Reasoning and Modeling (3)**
- ___ MI101 Introduction to Computer Applications (3)
- ___ SC105 Fundamentals of Oral Communication (3) OR SC155 Interpersonal Communication (3)

Marketing Major Courses – 36 hour major – no minor required

Required Marketing Core:

- ___ MK343 Integrated Marketing Communication (3)
- ___ MK344 Consumer Behavior (3)
- ___ MK345 Intro to Business Research (3)
- ___ MK449 Marketing Management (3)
- ___ MK586 Customer Metrics (3)
- ___ Choose 3 Hours MK Courses (300-500 level except MK301), MG560*, MK560*, ER361, ER461, or BA560*
- ___ Real World Experience** – Choose one option:

Participate in departmentally approved international academic program **OR** Complete departmentally approved internship

Choose 3 hours:

- ___ PY271 Psychological Research I (3)
- ___ SO242 Statistics for Social Scientists (3)

Marketing Management Option:

- ___ MK348 Brand Marketing (3)
- ___ Choose 3 Hours MK Courses (300-500 level, except MK 301). If MK 560 is selected here, it cannot be used for the international course requirement for the BSBA nor the elective in the Marketing core.

Choose 3 hours:

- ___ MK346 Distribution Management (3)
- ___ MK349 Retail Marketing (3)

Choose 6 hours:

- ___ AR180 Digital Literacy for Art + Design (3)
- ___ MG470 Leadership in Management (3)
- ___ MK342 Professional Selling (3)
- ___ MK555 Digital Marketing (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.

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	1	EN140	3
	EN100	3	SC105 OR SC155	3
	BA101	3	General Education	3
	MA116 or MA123	3	General Education	3
	MI101	3	General Education	3
	General Education	3		
	Total	16	Total	15
Milestone: Achieve a minimum 2.25 overall GPA				
SECOND YEAR	AC221	3	AC222	3
	BA252	2	BL255	3
	EC215	3	EC225	3
	PY271 or SO242	3	MK301	3
	General Education	3	General Education	3
	General Education	3		
	Total	17	Total	15
Milestone: Achieve a minimum 2.25 overall GPA				
THIRD YEAR	BA452	1	MI375	3
	FI361	3	MK343	3
	MG301	3	MK345	3
	MK344	3	General Education	3
	MK300-599/ MG560/MK560/ ER361/ER461/BA560*	3	Elective	2
	General Education	3		
	Total	16	Total	14
Milestone: Maintain 2.25 overall GPA and 2.25 major GPA				
FOURTH YEAR	MK346 or MK349	3	BA490	3
	MK348	3	MK449	3
	MK586	3	AR180/MG470/MK342/ MK555	3
	MK300-599	3	AR180/MG470/MK342/ MK555	3
	International Course	3		
	Total	15	Total	12
	Milestone: Maintain 2.25 overall GPA and 2.25 major GPA			

A "Milestone" signifies a significant stage for a student in the completion of a degree.

Personalized Pathways:

At Southeast, we offer online courses in a traditional 16-week fall and spring semester with eight-week sessions in the first and last half of both. In addition, we offer a winter session between fall and spring and at least six different 4-, 6-, and 8-week sessions over summer. Talk with an advisor to see how you can utilize these different sessions to expedite your degree completion.

Degree requirements for all students: a minimum of 120 credit hours; completion of transfer credit for General Education program courses; residency at Southeast - at least 30 hours from Southeast; 39 senior division hours required: current residency at Southeast - 12 of your final 18 hours must be taken with Southeast. Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements.

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

DEGREE MAP

2026-2027



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RETENTION/GRADUATION REQUIREMENTS FOR THE BUSINESS ADMINISTRATION DEGREE PROGRAM

Retention Requirements:

Students will be retained as BSBA degree majors providing the following retention criteria are met:

1. An overall cumulative GPA of 2.25.
2. A major GPA of 2.25.
3. A grade of 'C' or better in the BSBA core and support courses with the following prefixes: AC, BA, BL, EC, FI, MG, MI, MK, and QM.

Dismissal from the BSBA degree program:

1. BSBA students who complete any core or support courses with a grade of D or F will be notified in writing by the home department for the BSBA major that the course(s) must be completed with a grade of C or better by the end of the next long (fall or spring) semester or they will be placed on probation within the college. Exceptions can be granted with prior approval of the Dean of the college.
2. If students do not complete the course(s) with a C or better on their next attempt, they will be placed on probation within the BSBA program and notified by the department.
3. If students on probation within the college do not complete the course(s) with a C or better in the next long (fall or spring) semester, or by the extension granted by the dean, they will be dismissed from the BSBA degree program.

Students dismissed from the BSBA degree will be notified by the department. Students' advisors will be copied on all correspondence. Students may meet with the department chairperson to discuss the decision to dismiss the student from the BSBA degree. An official request for review of the decision must be received by the chairperson in writing within 10 business days of email notification of dismissal.

Graduation Requirements:

1. An overall cumulative GPA of 2.25.
2. A major GPA of 2.25.
3. A grade of C or better in all BSBA core and support courses.

Fifty percent of the business hours counted toward a business degree must be taken at Southeast Missouri State University.



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DEGREE MAP

2026-2027



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