

## Marketing: Integrated Marketing Communications Option

### Bachelor of Science in Business Administration (BSBA)

# Integrated Marketing Communications Option

Integrated marketing communications builds skills in branding, advertising, social media, public relations, internet marketing, sales promotion, event marketing, professional sales, fund raising, etc. The focus is to develop the ability to create a unique message and integrate it across a diverse set of media options. Students in this major have a strong foundation in the areas of consumer behavior, marketing research and marketing strategy.



According to the Department of Labor, a sharp increase in the amount of advertising in digital media, such as the Internet and wireless devices, will generate a need for advertising managers to oversee new and innovative advertising programs.

#### Integrated Marketing Communications students will...

- Interact with highly qualified, award winning faculty in a small class environment.
- Participate in engaging and impactful client-based projects.
- Study in *Robert A. Dempster Hall*, an efficient and beautiful business building with a look and feel of a corporate environment.
- Have access to more than 30 study-abroad programs offered with the Harrison College of Business.
- Have access to Southeast's *Douglas C. Greene Center for Innovation and Entrepreneurship*, one of the largest entrepreneurship programs in the Midwest. Entrepreneurial studies prepare students to be creative and innovative in their chosen careers.

#### Career Planning

Currently, 98 percent of Harrison College of Business graduates find employment within a year of graduation.

Career preparation is part of the mission of Southeast. In fact, more than 90% of Southeast students participate in internships, clinical opportunities, student teaching, research assistantships, and study abroad. St. Louis Business Interview Days offers Southeast business students a one-of-a-kind interviewing and networking opportunity.

Professional career counselors are available for all students. The Office of Career Services in Academic Hall 057 can provide students with professional career counseling, resume critiques, practice interviews, job search strategies, career events, networking opportunities, and more.

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001/CL002	First Semester	Complete the FOCUS2 assessment and develop a Career Action Plan.
CL003	Junior Year	Students gain information about career planning and job searching resources.
CL004	Senior Year	Students demonstrate advanced proficiency by identifying a position in their field, developing a cover letter, and tailoring a resume for the position. Materials are critiqued to ensure preparedness for a successful job search.

#### Internship and Employment Opportunities of Recent Graduates

- AT&T Yellow Pages
- Best Buy
- Cape Electric Supply
- CBS Radio KMOV
- Charter Communications
- Edward Jones
- Enterprise Holdings
- Fastenal
- Foot Locker
- GlaxoSmithKline
- IBM
- JC Penney
- Macy's
- Maritz Marketing Research
- Mississippi River Radio
- Mondelez/Nabisco
- Northwestern Mutual Financial
- State Farm
- University Directories
- Wells Fargo Financial

#### Admission Requirements

1. Completion of 60 semester hours.
2. Completion of: AC221, AC222, AD101, BL255, EC215, EC225, EN140, MA134, MG252, QM257, QM258 and SC105 with a grade of 'C' or better.
3. Cumulative 2.25 GPA.
4. Business students must be admitted to the College of Business prior to enrolling in upper division (300 level or above) business courses.

**To learn more**  
 Office of Admissions  
 (573) 651-2590  
[admissions@semo.edu](mailto:admissions@semo.edu)  
[www.semo.edu](http://www.semo.edu)

**To explore**  
 the Harrison College  
 of Business online, visit  
[www.semo.edu/hcb](http://www.semo.edu/hcb)

**For advising**  
 Center for Academic Advising - North  
 (573) 651-5090  
[www.semo.edu/advising](http://www.semo.edu/advising)  
[advisingnorth@semo.edu](mailto:advisingnorth@semo.edu)

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This is a guide based on the 2016-2017 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 DegreeWorks 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 students must be admitted to the College of Business prior to enrolling in upper division (300 level or above) business courses.

#### Business Administration Core – 30 Hours Required

*A grade of 'C' is required in each core course except accounting majors must earn 'A' or 'B' in AC222.*

- \_\_\_ AC221 Principles of Accounting I (3)
- \_\_\_ AC222 Principles of Accounting II (3)
- \_\_\_ BA490 Business Policy & Strategy (3)
- \_\_\_ BL255 Legal Environment of Business (3)
- \_\_\_ FI361 Financial Management (3)
- \_\_\_ MG301 Principles of Management (3)
- \_\_\_ MI375 Management Information Systems (3)
- \_\_\_ MK301 Principles of Marketing (3)
- \_\_\_ QM352 Quantitative Analysis (3)

#### Choose 3 Hours From:\*

- \_\_\_ AC540 International Perspectives of Accounting (3)
- \_\_\_ BA560 International Business Study Tour (3)
- \_\_\_ EC580 International Economics (3)
- \_\_\_ FI540 International Finance (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 – 30 Hours Required

*Some courses may fulfill University Studies requirements.*

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

- \_\_\_ AD101 Intro to Microcomputer Applications (3)
- \_\_\_ BA452 Professionalism (1)
- \_\_\_ **EC215 Principles of Microeconomics (3)**
- \_\_\_ EC225 Principles of Macroeconomics (3)
- \_\_\_ EN140 Rhetoric & Critical Thinking (3)
- \_\_\_ **MA134 College Algebra (3)**
- \_\_\_ MG252 Business Communication (2)
- \_\_\_ QM257 Business Statistics (3)
- \_\_\_ QM258 Business Statistics II (3)
- \_\_\_ SC105 Fundamentals of Oral Communication (3)
- \_\_\_ UI400 Business & Ethics (3)

**NOTE:** All 100 and 200 level core and support courses are pre-requisite to all 300 level business core and business major courses.

#### Marketing Major Courses – 24 Hour Major – No Minor Required

##### Required Marketing Core:

- \_\_\_ MK343 Advertising & Promotion (3)
- \_\_\_ MK344 Consumer Behavior (3)
- \_\_\_ MK345 Introduction to Business Research (3)
- \_\_\_ MK449 Marketing Management (3)
- \_\_\_ Choose 3 Hours MK Courses (300-500 level except MK 301),  
MG560\*, MK560\*, BA361 or BA560\*

Real World Experience\*\* – Choose one option:  
\_\_\_ Participate in departmentally approved international academic program (3)

OR

\_\_\_ Complete departmentally approved internship (3)

##### Integrated Marketing Communications Option:

- \_\_\_ MK342 Professional Selling (3)
- \_\_\_ MK443 Integrated Marketing Communications Practicum (3)

##### Choose 3 Hours:

- \_\_\_ MK341 Public Relations (3)
- \_\_\_ MK555 Internet 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.

##### University Studies Requirements (not already listed above):

UI100 First Year Seminar, EN100 English Composition, Artistic Expression, Literary Expression, Behavioral Systems, Living Systems, Physical Systems, Development of a Major Civilization, Political Systems, Social Systems, and two IU/UI3XXs

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	EN140	3
	EN100	3	SC105	3
	AD101	3	Behavioral Systems	3
	<b>MA134</b>	3	Dev. of Major Civ.	3
	Artistic Expression	3	Social Systems	3
	<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>
Milestone: Achieve a minimum 2.25 overall GPA				

<b>SECOND YEAR</b>	AC221	3	AC222	3
	<b>EC215</b>	3	BL255	3
	MG252	2	EC225	3
	QM257	3	QM258	3
	Literary Expression	3	Political Systems	3
	Physical Systems	3		
<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>	
Milestone: Gain admission to College of Business by end of fourth semester.				

<b>THIRD YEAR</b>	BA452	1	MI375	3
	FI361	3	MK343	3
	MG301	3	MK344	3
	MK301	3	MK345	3
	QM352	3	IU/UI3XX	3
	Living Systems	3		
<b>Total</b>	<b>16</b>	<b>Total</b>	<b>15</b>	
Milestone: Maintain 2.25 overall GPA and 2.25 major GPA				

<b>FOURTH YEAR</b>	International Course	3	BA490	3
	MK341 or MK555	3	MK449	3
	MK342	3	Real World Experience	3
	MK443	3	UI400	3
	IU/UI3XX	3		
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>12</b>	
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.

**Degree requirements for all students:** a minimum of 120 credit hours, completion of University Studies program, career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAP) at the senior level.

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

Refer to the Undergraduate Bulletin or DegreeWorks for additional graduation requirements (i.e. minimum GPA and coursework) for your program of study.