

# Marketing: Marketing Management Option

## Bachelor of Science in Business Administration (BSBA)

# Marketing Management Option

The marketing management option emphasizes the diversity of strategies for businesses and not-for-profit organizations. Students prepare for careers such as a brand manager, marketing manager, marketing consultant, distribution manager, product or brand manager, pricing analyst, marketing research analyst, retail manager, purchasing manager, etc. Students will also have a strong foundation in the areas of consumer behavior, advertising and promotion, marketing research and marketing strategy.



According to the Department of Labor, employment of marketing managers will grow about fourteen percent between 2010 and 2020. Median annual wages are ranked in the highest quartile for marketing managers.

### Marketing Management students will...

- Interact with 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. 100% of programs offer our students an internship, study-abroad program, clinical opportunity, student teaching or research internship.

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

Demonstrated Career Proficiency is a Requirement of all Southeast Students		
CL001	First Semester	Students connect academic career planning by completing an online career assessment
CL002	Second Semester	Students learn more about resources available to enhance academic and career planning
CL003	Junior Year	Students learn about continued career planning, job search strategies, and networking
CL004	Senior Year	Students learn about resume development, professional communication, interviewing, and transitioning to the first job from college

### 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: AC221, AC222, AD101, BL255, EC215, EC225, EN140, MA134, MG252, QM257, QM258 and SC105 with a grade of 'C' or better.
2. Cumulative 2.25 GPA.
3. In addition to satisfying prerequisites, students must complete at least 45 credit hours before enrolling in upper division (300 level or above) business courses.

### Special Options with Marketing

Southeast Missouri State University offers an accelerated master's degree for current Southeast marketing students. For more information, please see any of the MBA degree maps.

Southeast also offers a Master of Business Administration in General Management and a Master of Science in Organizational Management.

**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)

# Marketing: Marketing Management Option

## Bachelor of Science in Business Administration (BSBA)

This is a guide based on the 2017-2018 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.

- \_\_\_ 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 Integrated Marketing Communication (3)
- \_\_\_ MK344 Consumer Behavior (3)
- \_\_\_ MK345 Intro to Business Research (3)
- \_\_\_ MK449 Marketing Management (3)
- \_\_\_ Choose 3 Hours MK Courses (300-500 level except MK301), MG560\*, MK560\*, ER361 or BA560\*
- \_\_\_ Real World Experience\*\* – Choose one option:  
Participate in departmentally approved international academic program (3) OR  
Complete departmentally approved internship (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)

\* 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

### SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FIRST YEAR</b>	UI100	3	EN140	3
	EN100	3	SC105	3
	<b>MA134</b>	3	Behavioral Systems	3
	AD101	3	Develop of a 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				

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<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.				

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>THIRD YEAR</b>	BA452	1	MI375	3
	FI361	3	MK343	3
	MG301	3	MK344	3
	MK301	3	MK345	3
	QM352	3	Elective	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				

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
<b>FOURTH YEAR</b>	International Course	3	BA490	3
	MK346 or MK349	3	MK449	3
	MK348	3	Real World Experience	3
	MK Elective	3	UI400	3
	Elective	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, completion of 39 senior division hours (300-599), career proficiencies (CL001-004), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAPP) at the senior level. Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.

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

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at [semo.edu/transfercredit](http://semo.edu/transfercredit).

Revised  
5/24/2017