

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. 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.

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, BA101, BL255, EC215, EC225, EN140, MA116, 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.

Transfer and Dual Credit Students

If you have dual credit or transfer credit, please visit our transfer course equivalencies guide at semo.edu/transfercredit.

To learn more
Office of Admissions
(573) 651-2590
admissions@semo.edu
semo.edu

To explore
the Harrison College
of Business and computing
online, visit
semo.edu/business-computing

For advising
Center for Academic Advising
semo.edu/advising

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This is a guide based on the 2018-2019 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.

NOTE: 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 – 33 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 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)
- ___ BA400 Applied Ethical Leadership (3)
- ___ BA452 Professionalism (1)
- ___ EC215 Principles of Microeconomics (3)
- ___ EC225 Principles of Macroeconomics (3)
- ___ **EN140 Rhetoric & Critical Thinking (3)**
- ___ **MA116 Precalculus A (3)**
- ___ MG252 Business Communication (2)
- ___ **QM257 Business Statistics (3)**
- ___ QM258 Business Statistics II (3)
- ___ SC105 Fundamentals of Oral Communication (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 Introduction to Business Research (3)
- ___ MK449 Marketing Management (3)
- ___ Choose 3 Hours MK Courses (300-500 level except MK 301), 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)

Integrated Marketing Communications Option:

- ___ MK342 Professional Selling (3) OR MK443 Integrated Marketing Communications Practicum (3)

Choose 3 Hours:

- ___ MK341 Public Relations (3) OR 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 – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 3 hours
- Constitution requirement – 3 hours
- US History 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)

SAMPLE FOUR-YEAR PLAN

▶	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	EN140	3
	EN100	3	SC105	3
	AD101	3	University Studies	3
	BA101	3	University Studies	3
	MA116	3	University Studies	3
Total	15	Total	15	
Milestone: Achieve a minimum 2.25 overall GPA				

SECOND YEAR	AC221	3	AC222	3
	EC215	3	BL255	3
	MG252	2	EC225	3
	QM257	3	QM258	3
	University Studies	3	University Studies	3
	University Studies	3		
Total	17	Total	15	
Milestone: Gain admission to College of Business by end of fourth semester.				

THIRD YEAR	BA452	1	MI375	3
	FI361	3	MK343	3
	MG301	3	MK344	3
	MK301	3	MK345	3
	QM352	3	Elective	3
	University Studies	3		
Total	16	Total	15	
Milestone: Maintain 2.25 overall GPA and 2.25 major GPA				

FOURTH YEAR	International Course	3	BA400	3
	MK341 or MK555	3	BA490	3
	MK342	3	MK449	3
	MK443	3	Real World Experience	3
	University Studies	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.

Degree requirements for all students: a minimum of 120 credit hours, completion of University Studies program, completion of 39 senior division hours (300-599), Writing Proficiency Exam (WP003), and completion of the Measure of Academic Proficiency and Progress (MAP) 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.