

Marketing: Digital & Integrated Marketing Communications Option
Bachelor of Science in Business Administration (BSBA)
Digital & Integrated Marketing Communications Option

Digital and integrated marketing communications builds skills in digital marketing, branding, advertising, social media, public relations, sales promotion, event marketing, sports 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 social media marketing, event marketing, digital marketing, advertising, consumer behavior, marketing research and marketing strategy.



According to the Bureau of Labor Statistics, 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. Based on this information, employment is projected to grow faster than average at 8% from 2018 to 2028.

Becoming Career Ready...

/ Highly qualified, award winning faculty interact with students in a small class environment, in Robert A. Dempster Hall, a magnificent facility that promotes hands-on learning with state-of-the-art technology and collaborative working spaces.

/ Digital and Integrated Marketing Communications graduates have a wide choice of career opportunities within the many facets of advertising, marketing and public relations. Examples of job titles include advertising account executive, social media manager, media planner, strategic account planner, public relations officer and sales executive.

/ Digital and Integrated Marketing Communications students have access to more than 30 study-abroad programs offered with the Harrison College of Business and Computing.

/ 100% of Southeast programs offer real-world experience. Digital and Integrated Marketing Communications students have access to a variety of experiential learning opportunities, such as, participating in engaging and impactful client-based projects or completing in an internship that fits their skills and future goals. Students in this program have earned over 40 American Advertising Awards since 2009. Students also have access to Southeast's *Douglas C. Greene Center for Innovation and Entrepreneurship*, one of the largest entrepreneurship programs in the Midwest.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills to jobs and opportunities in the field. Career Services provides 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
- Bold Advertising
- Brighton Agency
- CBS Radio KMOV
- Charter Communications
- Edward Jones
- Enterprise Holdings
- Foot Locker
- GlaxoSmithKline
- H & L Partners
- IBM
- JC Penney
- Macy's
- Maritz Marketing Research
- Mississippi River Radio
- Mondelez/Nabisco
- Northwestern Mutual Financial
- Red Letter Communications
- State Farm
- University Directories
- Wells Fargo Financial

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 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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Bachelor of Science in Business Administration (BSBA)

This is a guide based on the 2021-2022 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 – 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 Business Law (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 Topics in International Business (3)
- ___ BL560 International Business Law (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 General Education requirements.

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

- ___ BA252 Business Communication (2)
- ___ 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 OR MA123 Mathematical Reasoning and Modeling (3)**
- ___ MI101 Intro to Computer Applications (3)
- ___ **QM257 Business Statistics I (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, ER461, or BA560*

Real World Experience** – Choose one option:

- ___ Participate in departmentally approved international academic program OR
- ___ Complete departmentally approved internship

Digital & Integrated Marketing Communications Option:

- ___ MK443 Digital & Integrated Marketing Communications Practicum (3)
- ___ MK555 Digital Marketing Strategies (3)

Choose 3 Hours:

- ___ MK341 Public Relations (3)
- ___ MK342 Professional Selling (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	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
	QM257	3	MK301	3
	General Education	3	QM258	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	MK344	3
	QM352	3	MK345	3
	General Education	3	Elective	2
	General Education	3		
	Total	16	Total	14
Milestone: Maintain 2.25 overall GPA and 2.25 major GPA				

FOURTH YEAR	International Course	3	BA400	3
	MK341 or MK342	3	BA490	3
	MK443	3	MK449	3
	MK555	3	Real World Experience	3
	General Education	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 the General Education program, and completion of 39 senior division hours (300-599). 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.

All Harrison College of Business and Computing majors are encouraged to study abroad during their junior or senior year. Numerous opportunities exist from 10 days to a full semester. Programs are available in which all classes are taught in English and tuition rates are the same as Southeast's.

Revised 7/7/2021

Degree Map 2021-2022

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