

**Bachelor of Science in Business Administration (BSBA)****Marketing Management Option**

The marketing major with the marketing management option emphasizes the development of a strategic marketing mindset for managers of businesses and not-for-profit organizations. Students prepare for careers such as a brand manager, marketing manager, marketing consultant, distribution manager, pricing analyst, marketing research analyst, retail manager, purchasing manager, etc. Students will also have a strong foundation in the areas of consumer behavior, marketing communications, marketing research and marketing strategy.



The Society for Human Resource Management reported that the 2019 starting salary for a Marketing Analyst was \$52,557. *US News and World Report* ranked "Marketing Manager" as #15 in "Best Paying Jobs," with a median salary of \$132,230 and a 1.8% unemployment rate.

**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.

/ Marketing Management graduates have a wide choice of career opportunities within the many facets of advertising, marketing, sales and public relations. Examples of job titles include advertising account executive, marketing executive, brand manager, strategic account planner, public relations account executive, and sales executive.

/ Marketing Management 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. Marketing Management students have access to a variety of experiential learning opportunities, such as, engaging and impactful client-based projects. Students also 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.

/ 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:**

- AB-InBev
- AT&T
- Best Buy
- Cape Electric Supply
- CBS Radio KMOV
- Edward Jones
- Enterprise Holdings
- Fastenal
- Foot Locker
- GlaxoSmithKline
- IBM
- JC Penney
- Macy's
- Maritz Marketing Research
- Mississippi River Radio
- Mondelez/Nabisco
- Northwestern Mutual Financial
- Spectrum
- State Farm
- The Buckle
- University Directories
- Wells Fargo Financial
- World Wide Technology

**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](http://semo.edu/transfercredit).

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

**To explore**  
 the Harrison College  
 of Business and Computing  
 online, visit  
[semo.edu/business-computing](http://semo.edu/business-computing)

**For advising**  
 Center for Academic Advising  
[semo.edu/advising](http://semo.edu/advising)

# Marketing: Marketing Management Option

## 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 Intro to Business Research (3)
- \_\_\_ MK449 Marketing Management (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

##### 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.

**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
<b>FIRST YEAR</b>	UI100	1	<b>EN140</b>	3
	EN100	3	SC105	3
	BA101	3	General Education	3
	<b>MA116 or MA123</b>	3	General Education	3
	MI101	3	General Education	3
	General Education	3		
	<b>Total</b>	<b>16</b>	<b>Total</b>	<b>15</b>
Milestone: Achieve a minimum 2.25 overall GPA				
<b>SECOND YEAR</b>	AC221	3	AC222	3
	BA252	2	BL255	3
	EC215	3	EC225	3
	<b>QM257</b>	3	MK301	3
	General Education	3	QM258	3
	General Education	3		
	<b>Total</b>	<b>17</b>	<b>Total</b>	<b>15</b>
Milestone: Achieve a minimum 2.25 overall GPA				
<b>THIRD YEAR</b>	BA452	1	MI375	3
	FI361	3	MK343	3
	MG301	3	MK345	3
	MK344	3	General Education	3
	QM352	3	Elective	2
	General Education	3		
	<b>Total</b>	<b>16</b>	<b>Total</b>	<b>14</b>
Milestone: Maintain 2.25 overall GPA and 2.25 major GPA				
<b>FOURTH YEAR</b>	MK346 or MK349	3	BA400	3
	MK348	3	BA490	3
	MK Elective	3	MK449	3
	International Course	3	Real World Experience	3
	General Education	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 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.

Degree Map 2021-2022

**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**  
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