

## Mineral Area College

### /Associate of Arts to BSBA Marketing: Digital & Integrated Marketing Communication

Students are encouraged to complete the Associate of Arts Degree (AA) at Mineral Area College to prepare for a smooth transition to a Bachelor of Science in Business Administration (BSBA) at Southeast Missouri State University.

MINERAL AREA / FIRST SEMESTER	
GUI 1010 First Year Experience	1
ENG 1330 English Composition I (EN 100)	3
MAT 1240/1270 Quant. Reas./Precalc. (MA 123/116)	3
CIS 1750 Microcomputer Applications (MI 101)	3
BUS 1190 Business Ethics	3
History/Political Science	3
<b>Total Hours</b>	<b>16</b>

MINERAL AREA / SECOND SEMESTER	
ENG 1340 English Composition II (EN 140)	3
ENG 1440 Public Speaking (SC 105)	3
Biological Science or Physical Science <i>Lecture Only</i>	3
Humanities	3
Additional Core	3
HIS 0000 MO Higher Ed Civics Exam	0
<b>Total Hours</b>	<b>15</b>

MINERAL AREA / THIRD SEMESTER	
BUS 2930 Principles of Macroeconomics (EC 225)	3
BUS 2100 Fundamentals of Management (MG 301)	3
Biological Science or Physical Science <i>with Lab</i>	5
Humanities	3
BUS 2000 Principles of Accounting I (AC 221)	3
<b>Total Hours</b>	<b>17</b>

MINERAL AREA / FOURTH SEMESTER	
BUS 2050 Principles of Accounting II (AC 222)	3
BUS 2940 Principles of Microeconomics (EC 215)	3
BUS 1530 Legal Environment of Business (BL 255)	3
OST 1400 Business Communication (BA 252)	3
Additional Core	3
<b>Total Hours</b>	<b>15</b>

SOUTHEAST / FIFTH SEMESTER	
FI 361 Financial Management	3
MK 301 Principles of Marketing	3
QM 257 Business Statistics I	3
MI 375 Management Information Systems	3
Elective	3
<b>Total Hours</b>	<b>15</b>

SOUTHEAST / SIXTH SEMESTER	
QM 258 Business statistics II	3
MK 341/MK 342 Public Relations/Professional Selling	3
MK 343 Integrated Marketing Communication	3
MK 344 Consumer Behavior	3
Elective	3
<b>Total Hours</b>	<b>15</b>

SOUTHEAST / SEVENTH SEMESTER	
QM 352 Quantitative Analysis	3
BA 452 Professionalism	1
MK 345 Introduction to Business Research	3
MK 555 Digital Marketing Strategies	3
MK 443 Digital & Integrated Marketing Comm. Practicum	3
International Course	3
<b>Total Hours</b>	<b>16</b>

SOUTHEAST / EIGHTH SEMESTER	
BA 400 Applied Ethical Leadership	3
BA 490 Business Policy & Strategy	3
MK 449 Marketing Management	3
Real World Experience	3
Elective	3
<b>Total Hours</b>	<b>15</b>

**BA 101 The Business Universe** is waived for students following the above transfer plan. Variation from the plan may void BA 101 waiver.

Mineral Area and Southeast are transfer partners with the Transfer Mentor Program. Learn more and join at [semo.edu/transfermentor](http://semo.edu/transfermentor)

Degree requirements for all students: A minimum of 120 credit hours, completion of the General Education program, and 39 senior division hours (at or above the 300-level). In addition, a minimum of 30 credit hours must be taken in residence (at Southeast) which could result in needing additional credit hours.

Students should refer to Southeast's Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.