

Three Rivers College

/Associate of Arts in Business Administration to BSBA Marketing: Marketing Management

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

THREE RIVERS / FIRST SEMESTER	
ACCT 211 Principles of Accounting I	3
ENGL 111 College Writing	3
HIST 111/112 American History to 1877/since 1877	3
IST 100 Computer Applications	3
MATH 163 College Algebra for Calculus	3
Total Hours	15

THREE RIVERS / SECOND SEMESTER	
ACCT 212 Principles of Accounting II	3
ENGL 112 Advanced College Writing	3
SCOM 110 Public Speaking	3
Life Sciences Gen Ed Course	3-5
General Education Course	3
Total Hours	15-17

THREE RIVERS / THIRD SEMESTER	
ECON 211 Principles of Macroeconomics	3
HPER 110 Lifetime Wellness <i>or</i> Two P.E. Activity	2
Fine Arts Gen Ed Course	3
Humanities Gen Ed Course	3
Physical Sciences Gen Ed Course	3-5
Total Hours	14-16

THREE RIVERS / FOURTH SEMESTER	
BLAW 221 Legal & Ethical Environment of Business	3
CPST 290 General Education Capstone	1
ECON 212 Principles of Microeconomics	3
GOVT 121 National & State Government	3
Humanities Gen Ed Course	3
BUAD 230 Business Statistics	3
Total Hours	16

SOUTHEAST / FIFTH SEMESTER	
QM 258 Business Statistics II	3
MG 252 Business Communication	3
FI 361 Financial Management	3
MG 301 Principles of Management	3
MK 301 Principles of Marketing	3
Total Hours	15

SOUTHEAST / SIXTH SEMESTER	
QM 352 Quantitative Analysis	3
MI 375 Management Information Systems	3
MK 343 Integrated Marketing Communication	3
MK 344 Consumer Behavior	3
MK 345 Introduction to Business Research	3
Total Hours	15

SOUTHEAST / SEVENTH SEMESTER	
BA 452 Professionalism	1
International Course	3
MK 346 Distribution Management <i>or</i> MK 349 Retail Mktg	3
MK 348 Brand Marketing	3
MK Elective	3
Elective	3
Total Hours	16

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
Total Hours	15

A minimum of 30 credit hours must be taken in residence (at Southeast) which could result in needing additional credit hours. In addition, 39 upper-division courses numbered at or above the 300-level are required for graduation.

Students should refer to Southeast's Undergraduate Bulletin and online advising system for all current degree requirements (e.g., admission requirements to the Harrison College of Business and Computing, career proficiencies, GPA, and writing examination).