



## The University of South Dakota.

Beacom School of Business · Bachelors in Business Administration - Marketing  
University Center – Sioux Falls  
2205 Career Avenue  
Sioux Falls, SD 57107

### SCHOOL OF BUSINESS MISSION

"We are a community of scholars and practitioners committed to superior undergraduate and graduate business programs accredited by AACSB International. We emphasize excellence in teaching, promote intellectual exchange and development, and advocate continuous learning reflecting a dynamic global environment. Our services deliver value to our students, the university, business disciplines, and society."

Marketing supports the success of an organization through the management of the organization's relationship with its customers. Marketing creates exchanges that satisfy the needs and wants of customers while providing revenue and other benefits to the organization. Marketers are involved in the creation of new products, research into customer behaviors, and the promotion, pricing and distribution of the products and services an organization provides. Marketers strive to create unique product and service offerings that distinguish the organization from its competitors and support the establishment of mutually beneficial long-term customer relationships.

### **FRESHMAN AND SOPHOMORE CURRICULUM**

When you decide to major in marketing, you'll be admitted as a general business student. During the first half of your undergraduate program, you'll complete general core requirements. Before beginning your 300/400 level courses, you'll also complete the following courses needed for admission to the Marketing Major.

- BADM 101 Survey of Business
- ACCT 210 Accounting Principles I
- ACCT 211 Accounting Principles II
- ECON 201 Principles of Microeconomics
- ECON 202 Principles of Macroeconomics
- BADM 220 Business Statistics
- MATH 121 Survey of Calculus

### **SCHOOL OF BUSINESS**

Before beginning your 300/400 level business courses, you'll apply for admission to the Marketing Major. Admission is based on these criteria:

- Completion of 48 semester hours
- Cumulative GPA of 2.50 or above
- Completion of the general business courses listed previously

### **Advising Information**

<b>First Point of Contact at the University Center</b>	<b>Advisor prior to acceptance Into the program</b>	<b>Advisor following acceptance Into the program</b>
Hillary Westerhuis <a href="mailto:hillary.westerhuis@sduniversitycenter.org">hillary.westerhuis@sduniversitycenter.org</a> 605-367-5647	Rhonda Hulkonen <a href="mailto:Rhonda.Hulkonen@usd.edu">Rhonda.Hulkonen@usd.edu</a> 605-677-5537	Assigned B-School faculty member
Jason Madsen <a href="mailto:jason.madsen@sduniversitycenter.org">jason.madsen@sduniversitycenter.org</a> 605-367-8417		

Call the University Center toll free at 1-866-220-7085 between 8:00 a.m. and 7:00 p.m. Monday through Thursday, or Friday 8:00 a.m. to 5:00 p.m. for more information.

**University Center**  
**PROGRAM OF STUDY– BBA – Marketing**

Last updated: 12/08

This is a general plan to assist USD students at University Center; USD reserves the right to alter the schedule.

**Key: F = Fall, SP = Spring, SU = Summer, E = Every, Odd = Odd Years, Even = Even Years, D = DDN**

**Requirements Prior to Enrollment in Upper-Level Business Classes:**

Prefix	Number	Course Title	Credit	Semester(s) Offered	Offered by USD
BADM	101	Survey of Business	3	ES - USD	ES
ACCT	210	Principles of Accounting I	3	ES - USD	ES
ACCT	211	Principles of Accounting II	3	ES – USD	ES
ECON	201	Principles of Microeconomics	3	EF, ESP – DSU	-----
ECON	202	Principles of Macroeconomics	3	ES – DSU	-----
BADM	220	Business Statistics	3	EF, ESP – DSU	-----
MATH	121	Survey of Calculus or other approved Calculus course	4	EF, ESP – DSU	-----

**Major Requirements:** Complete the following 300/400 level course in the second half of your undergraduate program, making up 64 hours of upper-level coursework.

Prefix	Number	Course Title	Credit	Semester(s) Offered	Offered by USD
BADM	310	Business Finance	3	ES – USD	ES
BADM	321	Business Statistics II	3	EF, ESP – DSU	-----
BADM	323	Information Systems for Business Professionals	3	SU Even - USD	SU Even
BADM	350	Legal Environment of Business	3	ES – DSU	-----
BADM	369	Organizational Behavior and Theory	3	F Odd - USD	F Odd
BADM	370	Marketing	3	ES – USD	ES
BADM	425	Production/Operations Management	3	EF & ESP - USD	EF & ESP
BADM	482	Business Policy & Strategy	3	F Even – USD SDSU - ESP	F Even
ECON	301	Intermediate Microeconomics <b>OR</b>	3	F 07 & every third fall thereafter – USD	F 07 & every third fall thereafter
ECON	302	Intermediate Macroeconomics <b>OR</b>	3	SP 08 & every third spring thereafter - USD	SP 08 & every third spring thereafter
ECON	330	Money & Banking <b>OR</b>	3	SP Even beginning SP 10 – USD SDSU – SP Odd	SP Even beginning SP 10
ECON	433	Public Finance <b>OR</b>	3	F 09 & every third fall thereafter – USD	F 09 & every third fall thereafter
ECON	441	International Trade <b>OR</b>	3	ESP – NSU	-----
ECON	451	Economics for Managers	3	SU 09 & every third summer thereafter - USD	SU 09 & every third summer thereafter
BADM	470	Marketing Planning & Strategy (capstone)	3	SP Even - USD	SP Even
BADM	475	Consumer Behavior	3	SP Odd - USD	SP Odd
BADM	476	Marketing Research	3	F Even - USD	F Even
		Marketing Electives (see list below)	9		
		School of Business Electives	2		
		Electives at 300/400 level	11		
		IdEA program requirements	6		

**Total BBA-Marketing Credit Hours: 64**

**Marketing Electives – (Select 9 credit hours)**

<b>Prefix</b>	<b>Number</b>	<b>Course Title</b>	<b>Credits</b>	<b>Semester(s) Offered</b>	<b>Offered by USD</b>
BADM	471	Marketing Management	3	SU 09 - USD	SU 09
BADM	472	Sales Management	3	TBA – USD	TBA
BADM	473	Retail Management	3	F 10 - USD	F 10
BADM	474	Personal Selling	3	TBA – USD	TBA
BADM	477	Marketing Channels Management	3	TBA – USD	TBA
BADM	478	International Marketing	3	EF – NSU	-----
BADM	481	Promotions Management	3	TBA – USD	TBA
BADM	487	International Case Studies	3	TBA – USD	TBA
BADM	490	Seminar	3	SU Even beginning SU 10 – USD	SU Even beginning SU 10