

B.B.A. MARKETING

The Bachelor of Business Administration in Marketing gives students the skills to analyze and understand the field of marketing and the influences that affect marketing strategy. The U's Beacom School of Business faculty is committed to providing students with a broad understanding of today's marketplace.

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.

WHO TO CONTACT

Contact an on-site advisor in person, by email or by phone at 605-367-5640 or 1-866-220-7085. Or, go to www.SDUniversityCenter.org and click on "Request Information" or try the Live Chat.



2205 CAREER AVENUE
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The information in this brochure is accurate at the time of publication, but program and curriculum changes may occur before the next publication cycle. For the most current information, please check the University's catalog or website at <http://www.usd.edu>.



The University of South Dakota



**SOUTH DAKOTA PUBLIC UNIVERSITIES
& RESEARCH CENTER**

University Center makes getting an affordable, high-quality education easy. Choose from over 50 degrees offered right here in Sioux Falls. With convenient day, evening and weekend class times, you can pick a schedule that fits around your life. We also have on-site advisors and financial aid available to those who qualify.

HOW TO APPLY

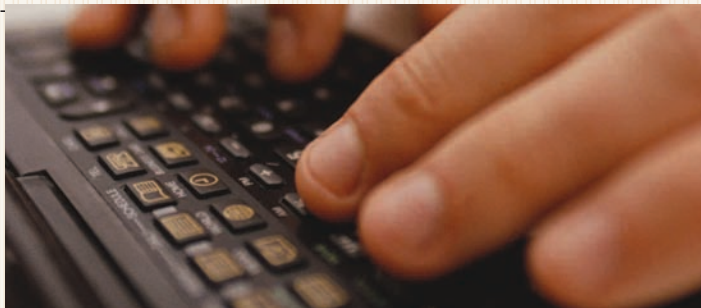
- In person: Pick up an application at the front desk or from an on-site advisor at University Center.
- Online: Go to www.SDUniversityCenter.org and click on "Prospective Student" under "Admissions." Fill out the application online, mail or bring it to University Center. Readmit students will need to bring it in person to an advisor at University Center.

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|-----------------------------|-------------------------------|
| Account Representative | Advertising Executive |
| Art Director | Brand Manager |
| Buyer | Circulation Manager |
| Consumer Affairs Specialist | Copywriter |
| Customer Service Manager | Distribution Manager |
| District Sales Manager | Import/Export Manager |
| International Marketer | Internet Marketing Specialist |
| Marketing Field Coordinator | Marketing Planner |
| Marketing Researcher | Media Buyer/Analyst |
| Merchandising Manager | Packaging Specialist |
| Product Analyst | Product Manager |
| Promotions Director | Public Relations Manager |
| Research Analyst | Sales Agent |
| Sales Manager | Wholesale Salesperson |

WHAT OUR STUDENTS & GRADUATES SAY

"As a non-traditional student, I am able to combine work experience and classroom education. The knowledgeable professors, dedicated advisors, and plethora of courses offered through The University of South Dakota's Bachelor of Business Administration degree in Marketing ensure a high quality education."

Diane Hansum
Information and Communications Manager
TSP, Inc.



Requirements Prior to Enrollment in Upper-Level Business Classes **22 credit hours:**

BADM 101	Survey of Business	3
ACCT 210	Principles of Accounting I	3
ACCT 211	Principles of Accounting II	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
BADM 220	Business Statistics	3
MATH 121	Survey of Calculus	4

or other approved Calculus course

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

- Completion of 48 semester hours
- Cumulative GPA of 2.50 or above
- Completion of the prerequisite courses

Major Requirements **47 credit hours:**

Complete the following 300/400 level courses in the second half of your undergraduate program.

BADM 310	Business Finance	3
BADM 321	Business Statistics II	3
BADM 323	Information Systems for Business Professionals	3
BADM 350	Legal Environment of Business	3
BADM 369	Organizational Behavior & Theory	3
BADM 370	Marketing	3
BADM 425	Production/Operations Management	3
BADM 482	Business Policy & Strategy	3
BADM 470	Marketing Planning & Strategy	3
BADM 475	Consumer Behavior	3
BADM 476	Marketing Research	3
ECON	Select one upper-division economics course from an approved list	3
BADM	Select three courses from an approved list of Marketing Electives	9
Business electives (300/400 level)	minimum of 2	

Liberal Arts Education/Institutional Graduation Requirements: **38 credit hours***

Advanced Free Electives: Minimum of 11 credit hours

Total BBA in Marketing Requirements:

Minimum of 128 credit hours

All School of Business and University graduation requirements must be met.

* USD students pursuing degrees at University Center may apply for a six credit hour exemption from the IDEA program.