



**SOUTH DAKOTA BOARD OF REGENTS**  
**ACADEMIC AFFAIRS FORMS**  
**Substantive Program Modification Form**

<b>UNIVERSITY:</b>	<b>USD</b>
<b>CURRENT PROGRAM TITLE:</b>	<b>Marketing, B.B.A. [UBBA.MKT]</b>
<b>CIP CODE:</b>	<b>52.1401</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>Marketing, Management, and Entrepreneurship</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>UEMM</b>
<b>UNIVERSITY DIVISION:</b>	<b>Beacom School of Business</b>
<b>BANNER DIVISION CODE:</b>	<b>2B</b>

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

Elizabeth M. Freeburg

Vice President of Academic Affairs or  
 President of the University

12/7/2020

Date

**1. This modification addresses a change in (place an "X" in the appropriate box):**

- |   |   |
|---|---|
| <input type="checkbox"/> Total credits required within the discipline | <input checked="" type="checkbox"/> Total credits of supportive course work |
| <input type="checkbox"/> Total credits of elective course work        | <input checked="" type="checkbox"/> Total credits required for program      |
| <input type="checkbox"/> Program name                                 | <input type="checkbox"/> Existing specialization                            |
| <input type="checkbox"/> CIP Code                                     | <input type="checkbox"/> Other (explain below)                              |

**2. Effective date of change: 8/1/2021**

**3. Program Degree Level (place an "X" in the appropriate box):**

Associate  Bachelor's  Master's  Doctoral

**4. Category (place an "X" in the appropriate box):**

Certificate  Specialization  Minor  Major

**5. If a name change is proposed, the change will occur (place an "X" in the appropriate box):**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:**

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

**6. Primary Aspects of the Modification (add lines or adjust cell size as needed):**

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Prof.	Num.	Title	Cr. Hrs.	Prof.	Num.	Title	Cr. Hrs.
<b>Marketing, B.B.A. Program Requirements:</b>				<b>Marketing, B.B.A. Program Requirements:</b>			
<b>Pre-Major Business Core:</b>				<b>Pre-Major Business Core:</b>			
ACCT	210	Principles of Accounting I	3	ACCT	210	Principles of Accounting I	3
ACCT	211	Principles of Accounting II	3	ACCT	211	Principles of Accounting II	3
BADM	101	Survey of Business	3	BADM	101	Survey of Business	3
BADM	220	Business Statistics	3	BADM	220	Business Statistics	3
ECON	201	Principles of Microeconomics [SGR #3] (Used in partial satisfaction of SGR #3)	3	ECON	201	Principles of Microeconomics [SGR #3] (Used in partial satisfaction of SGR #3)	3
ECON	202	Principles of Macroeconomics [SGR #3]	3	ECON	202	Principles of Macroeconomics [SGR #3]	3
MATH	121	Survey of Calculus [SGR #5]; prerequisite of MATH 102, MATH 115, MATH 120, or placement	4-9	MATH	121	Survey of Calculus [SGR #5]; prerequisite of MATH 102, MATH 115, MATH 120, or placement	4-9
MATH	123	MATH 123 - Calculus I [SGR #5]; prerequisite MATH 115, MATH 120, or placement		MATH	123	MATH 123 - Calculus I [SGR #5]; prerequisite MATH 115, MATH 120, or placement	
				CMST	210	Interpersonal Comm/Professionals	3
<b>Pre-Major Business Core Subtotal:</b>			<b>22-27</b>	<b>Pre-Major Business Core Subtotal:</b>			<b>25-30</b>
<b>Marketing, B.B.A. Required Core Courses:</b>				<b>Marketing, B.B.A. Required Core Courses:</b>			
BADM	310	Business Finance	3	BADM	310	Business Finance	3
BADM	321	Business Statistics II	3	BADM	321	Business Statistics II	3
BADM	323	Infor. Systems for Business Professionals	3	BADM	323	Infor. Systems for Business Professionals	3
BADM	350	Legal Environment of Business	3	BADM	350	Legal Environment of Business	3
BADM	369	Organizational Behavior & Theory	3	BADM	369	Organizational Behavior & Theory	3
BADM	370	Marketing	3	BADM	370	Marketing	3
BADM	425	Production/Operations Management	3	BADM	425	Production/Operations Management	3
BADM	482	Business Policy and Strategy	3	BADM	482	Business Policy and Strategy	3
				PHIL	322	Ethics and Corporate Social Responsibility in Business	3
2 hours of 300-400 level business electives			2	2 hours of 300-400 level business electives			2
<b>Choose one of the following nine courses:</b>				<b>Choose one of the following nine courses:</b>			
ECON	301	Intermediate Microeconomics	3	ECON	301	Intermediate Microeconomics	3
ECON	302	Intermediate Macroeconomics		ECON	302	Intermediate Macroeconomics	
ECON	330	Money and Banking		ECON	330	Money and Banking	
ECON	421	Econometrics		ECON	421	Econometrics	
ECON	433	Public Finance		ECON	433	Public Finance	
ECON	441	International Trade		ECON	441	International Trade	
ECON	445	International Macroeconomics		ECON	445	International Macroeconomics	
ECON	451	Economics for Managers		ECON	451	Economics for Managers	
ECON	482	Labor Economics		ECON	482	Labor Economics	
<b>Marketing Major Requirements</b>				<b>Marketing Major Requirements</b>			
MKTG	475	Consumer Behavior	3	MKTG	475	Consumer Behavior	3
MKTG	476	Marketing Research	3	MKTG	476	Marketing Research	3
MKTG	482	Marketing Planning and Strategy	3	MKTG	482	Marketing Planning and Strategy	3
<b>Choose 3 courses (9 cr hrs)</b>				<b>Choose 3 courses (9 cr hrs)</b>			
DSCI	427	Supply Chain Management	3	DSCI	427	Supply Chain Management	3
MKTG	427	Marketing Channels Management	3	MKTG	427	Marketing Channels Management	3
MKTG	445	Digital Marketing	3	MKTG	445	Digital Marketing	3
MKTG	450	Digital Marketing Tools	3	MKTG	450	Digital Marketing Tools	3
MKTG	471	Marketing Management	3	MKTG	471	Marketing Management	3
MKTG	473	Retail Management	3	MKTG	473	Retail Management	3
MKTG	474	Personal Selling	3	MKTG	474	Personal Selling	3
MKTG	478	International Marketing	3	MKTG	478	International Marketing	3
MKTG	481	Promotional Management	3	MKTG	481	Promotional Management	3
MKTG	490	Seminar in Business Marketing	3	MKTG	490	Seminar in Business Marketing	3

BADM	490	Seminar in Marketing Related content	3	BADM	490	Seminar in Marketing Related content	3
<b>Additional Requirements:</b> Students must also complete enough Advanced Electives to achieve a minimum of 60 credits at the 300/400 level. Most majors must complete 13 credits of Advanced Electives to meet this minimum.				<b>Additional Requirements:</b> Students must also complete enough Advanced Electives to achieve a minimum of 60 credits at the 300/400 level. Most majors must complete 10 credits of Advanced Electives to meet this minimum.			
<b>Marketing, B.B.A., Subtotal:</b>			<b>47</b>	<b>Marketing, B.B.A., Subtotal:</b>			<b>50</b>
Total number of hours required for major			<b>69-74</b>	Total number of hours required for major			<b>75-80</b>
Total number of hours required for degree			<b>120</b>	Total number of hours required for degree			<b>120</b>

## 7. Explanation of the Change:

We are proposing the addition of two new, required courses for all business majors.

CMST 210 Interpersonal Communication for Professionals will address the lack of communication skills evolving from today's digital world. Students have grown up in an electronic world and often lack the interpersonal professional communication skills required in business. Communication is listed as one of the most important skills required in many jobs. Feedback from business leaders indicates it is also one of the hardest to find. This course, which includes both written and verbal interpersonal communication skills, will address this important area of need.

PHIL 322 Ethics and Corporate Social Responsibility in Business will address the ongoing need for ethical business leaders. News reports continue to highlight unethical business practices. Hyper-competitive business practices push leaders to compromise legal and ethical standards in an attempt to produce the profits required to satisfy shareholders. At the same time, the public is demanding more accountability from businesses as part of our larger society. This course will provide students with a solid ethical foundation to combat these pressures and maintain their standards.