

The University of South Dakota  
Major Credit Hour Count: 69-74  
Major: Marketing, B.B.A.



[2018-2019 Academic Catalog]

	SGR/Major Requirement	Cr Hrs		SGR/Major Requirement	Cr Hrs
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>		
Engl 101 Composition	SGR 1	3	MATH 121 Survey of Calculus	Pre-Major	4
Math 102 College Algebra*	SGR 5	3	Science Course	SGR 6	4
Science Course	SGR6	4	Humanities	SGR4	3
BADM 101 Survey of Business	Pre-Major	3	SPCM 101 Fund of Speech	SGR 2	3
Elective		3			
<b>Semester Credit Hours: 16</b>			<b>Semester Credit Hours: 14</b>		
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>		
ACCT 210 Principle of Accounting I	Pre-Major	3	ACCT 211 Princ of Accounting II	Pre-Major	3
ENGL 205 Business Writing	SGR1	3	ECON 202 Princ of Macroeconomics	Pre-Major	3
ECON 201 Princ of Microeconomics	SGR3, Pre-Major	3	BADM 220 Business Statistics	Pre-Major	3
Social Science	SGR 3	3	BADM 370 Marketing	Major	3
Elective		3	Fine Arts	SGR 4	3
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>		
<b><u>Third Year - 1st Semester</u></b>			<b><u>Third Year - 2nd Semester</u></b>		
BADM 310 Business Finance	Major	3	BADM 323 Information Systems for Bus. Prof.	Major	3
BADM 321 Business Statistics II	Major	3	BADM 350 Legal Environment	Major	3
BADM 369 Org. Behavior & Theory	Major	3	MKTG 475 Consumer Behavior	Major	3
MKTG Elective	Major	3	MKTG Elective	Major	3
Advanced Elective		3	Elective		3
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>		
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>		
BADM 425 Prod. & Operations Management	Major	3	BADM 482 Business Policy & Strategy	Major	3
MKTG 476 Marketing Research	Major	3	MKTG 482 Marketing Planning & Strategy	Major	3
MKTG Elective	Major	3	ECON Elective	Major	3
Advanced Electives		6	Advanced Electives		4
<b>Semester Credit Hours: 15</b>			<b>Semester Credit Hours: 15</b>		
			<b>Semester Credit Hours: 15</b>		
			<b>Total Major Requirements 120</b>		

**Notes:** \*Initial mathematics course based on placement.

Students must meet requirements for admission to the Beacom School of Business majors before enrollment in 300/400 level business courses (ACCT, BADM, BLAW, DSCI, ECON, ENTR, FIN, HRM, HSAD, MGMT, MKTG) from USD.

^ MKTG 470 BADM 370 and 6 add. cr. of marketing prior to enrollment.