

University of South Dakota
Major Credit Hour Count: 75-80
Major: Marketing, B.B.A.

[2021-2022 Academic Catalog]

	SGR/Major Requirement	Cr Hrs		SGR/Major Requirement	Cr Hrs	
<u>First Year - 1st Semester</u>			<u>First Year - 2nd Semester</u>			
BADM 101 Survey of Business	Pre-Major	3	MATH 121 Survey of Calculus	Pre-Major	4	
ENGL 101 Composition	SGR 1	3	Natural Science	SGR 6	4	
Math 114/114L College Algebra*	SGR 5	3	Humanities	SGR 4	3	
Natural Science	SGR 6	4	CMST 101 Fund of Speech	SGR 2	3	
Elective		3			0	
	Semester Credit Hours:	16		Semester Credit Hours:	14	
<u>Second Year - 1st Semester</u>			<u>Second Year - 2nd Semester</u>			
ACCT 210 Principle of Accounting I	Pre-Major	3	ACCT 211 Princ of Accounting II	Pre-Major	3	
ENGL 205 Business Writing	SGR 1	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	
CMST 210 Interpersonal Comm for Professionals	Pre-Major	3	Fine Arts	SGR 4	3	
	Semester Credit Hours:	15		Semester Credit Hours:	15	
<u>Third Year - 1st Semester</u>			<u>Third Year - 2nd Semester</u>			
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	
PHIL 322 Ethics & Corporate Social Resp.in Bus	Major	3	Elective		3	
	Semester Credit Hours:	15		Semester Credit Hours:	15	
<u>Fourth Year - 1st Semester</u>			<u>Fourth Year - 2nd Semester</u>			
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	
		0	Business Elective	Major	2	
	Semester Credit Hours:	15		Semester Credit Hours:	15	
					Total Major Requirements	120

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.
University Honors courses at the 300/400 level are also considered Advanced Electives.