

University of South Dakota-Community College for Sioux Falls (CCSF)
Major Credit Hour count: 69-74
Major: Marketing, B.B.A.



[2021-2022 Academic Catalog]

	SRG/Major Requirement	Cr Hrs		SRG/Major Requirement	Cr Hrs
<u>First Year - 1st Semester</u>			<u>First Year - 2nd Semester</u>		
ENGL 101 Composition	SGR 1	3	ENGL 205 Business Writing	SGR1	3
Math 114 College Algebra*	SGR 5	3	Science Course	SGR 6	4
Science Course	SGR6	4	Humanities/Fine Arts	SGR4	3
Social Science	SGR 3	3	CMST 101 Fundamentals of Speech	SGR 2	3
BADM 101 Survey of Business	Pre-Major	3			0
	Semester Credit Hours:	16		Semester Credit Hours:	13
<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**
ECON 201 Princ of Microeconomics	SGR3, Pre-Major	3	ECON 202 Princ of Macroeconomics	Pre-Major	3
Humanities/Fine Arts	SGR 4	3	BADM 220 Business Statistics	Pre-Major	3
MATH 121 Survey of Calculus	Pre-Major	4	BADM 369 Org. Behavior & Theory	Major	3
CMST 210 Interpersonal Communication for Prfsnls	Pre-Major	3	PHIL 322 Ethics & Corporate Social Responsibility	Pre-Major	3
	Semester Credit Hours:	16		Semester Credit Hours:	15
<u>Third Year - 1st Semester</u>			<u>Third Year - 2nd Semester</u>		
BADM 370 Marketing	Major	3	BADM 310 Business Finance	Major	3
BADM 323 Info Systems	Major	3	MKTG 475 Consumer Behavior	Major	3
BADM 321 Business Statistics	Major	3	MKTG Elective		3
ECON Electives	Major	3	Advanced Elective		3
Advanced Elective		3	BADM 350 Legal Environment (online-USD)	Major	3***
	Semester Credit Hours:	15		Semester Credit Hours:	15
<u>Fourth Year - 1st Semester</u>			<u>Fourth Year - 2nd Semester</u>		
BADM 482 Business Policy & Strategy	Major	3	BADM 425 Prod. & Operations Management	Major	3
MKTG 476 Marketing Research	Major	3	MKTG 482 Marketing Planning & Strategy^	Major	3
MKTG Electives	Major	6	MKTG Elective	Major	3
Advanced Elective		3	Business Elective	Major	2
		0	Advanced Elective		4
	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.
**ACCT 210 and ACCT 211 are offered by USD online in the summer semester as well as at CCSF fall and spring.
***BADM 350 offered by USD online in summer term.