

MARKETING, B.S.B.A.

Learning Outcomes

- Students will demonstrate knowledge of consumer behavior, and how marketers strive to use an understanding of consumer behavior to promote effective marketing through advertising, product design, or promotions.
- Students will develop an understanding of the internal and external factors that influence consumer choice.
- Students will be able to conduct marketing research, which will include the design and administration of questionnaires, an understanding of sampling techniques, and how to collect, clean, and code data.
- Students will develop the ability to analyze and interpret marketing research results.
- Students will be able to communicate market research results effectively.
- Students will develop an understanding of the strategic marketing management planning process.

Internationalization Requirement

The program also requires 9 hours of course work with international content that may be used to fulfill other degree requirements. Three hours must be taken from an approved list of courses offered by the Moore School of Business which contain international business or international economics content. The following course options can also be used to satisfy the 3 credit hours of this requirement: approved course work containing international business or international economics content, taken at a semester abroad program; an approved Maymester or summer overseas course containing international business or international economics content; an approved internship course in international business wherein a student would obtain discipline-related work experience in a foreign country; or an approved service-learning component. Students may choose from one of the following options to complete the remaining 6-hour requirement:

- **Language:** Two language courses at the 200 level or above or
- **Electives:** Two approved courses with international content taken either inside or outside the Moore School of Business from a list available in the undergraduate office.

Admissions

Entrance Requirements

In addition to the academic admission requirements of the Moore School of Business stated below, a limit on admission to the program may be imposed. An enrollment limit would become necessary if enrollment levels exceed school staffing capabilities and resources. The Undergraduate Admissions Committee, in consultation with the dean of the school, shall be responsible for adjusting undergraduate enrollment levels to ensure the quality of the undergraduate program. A student who meets admissions criteria will be favorably considered, but because of space limitations admission cannot be guaranteed. Once minimum criteria are met, all qualified applicants are placed into an admissions group and are ranked by academic credentials. Based on the number of available seats, students are admitted in ranked order until capacity is

reached. The Moore School only considers new applicants for Fall Term admission.

Freshmen entering the UofSC Columbia Pre-Business division of the Moore School of Business must meet the campus requirements for admission. Freshmen applicants will only be considered for Fall Term admission.

Students from other UofSC campuses who have no work from colleges outside of UofSC must have a minimum cumulative Institution GPA of 3.25, must have taken at least 15 UofSC credit hours, and have completed calculus with a minimum grade of C. Additionally, those students who have fewer than 30 semester hours from colleges outside UofSC must also meet Columbia campus freshman admission requirements. Change of campus applicants will only be considered for Fall Term admission.

Students enrolled in other colleges on the Columbia campus must have a minimum cumulative Institution GPA of 3.25, must have at least 15 UofSC credit hour, and have completed calculus with a minimum grade of C. Internal transfers will only be considered for admission in the fall term.

Transfer students from other institutions must present a minimum cumulative GPA of 3.25 on all college work taken and have completed calculus with a minimum grade of C. Students who have taken fewer than 30 semester hours of college work must also meet Columbia campus freshman admission requirements. External transfers will only be considered for Fall Term admission.

Degree Requirements (122 hours)

See Darla Moore School of Business (<https://academicbulletins.sc.edu/undergraduate/business/>) for progression requirements and other regulations.

Program of Study

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	40
3. Program Requirements	27-36
4. Major Requirements	15

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

1. Carolina Core Requirements (31-43 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

must be passed with a grade of C or higher

- MATH 122 or MATH 141
- STAT 206

SCI – Scientific Literacy (7 hours)

- Two approved Carolina Core Scientific Literacy courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>), including one laboratory course

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

Students shall demonstrate in one Foreign Language the ability to comprehend the topic and the main ideas in written and, with the exception of Latin and Ancient Greek, spoken texts on familiar subjects. This ability can be demonstrated by achieving a score of two or better on a USC foreign language test. Those failing to do so must satisfactorily complete equivalent study of foreign language at USC.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

- any overlay or stand-alone CC-CMS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

¹ Carolina Core Stand Alone or Overlay Eligible

Requirements – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (40 hours)

must be passed with a grade of C or higher

Course	Title	Credits
ACCT 225	Introduction to Financial Accounting	3
ACCT 226	Introduction to Managerial Accounting	3
ACCT 324	Survey of Commercial Law	3
BADM 301	Business Careers in the Global Economy	1
ECON 221	Principles of Microeconomics	3
ECON 222	Principles of Macroeconomics	3
FINA 363	Introduction to Finance	3
MGMT 250	Professional Communication	3
MGMT 371	Principles of Management	3
MGMT 478	Strategic Management	3
MGSC 290	Computer Information Systems in Business	3
MGSC 291	Applied Statistics for Business	3
MGSC 395	Operations Management	3
MKTG 350	Principles of Marketing	3
Total Credit Hours		40

3. Program Requirements (27-36 hours)

Supporting Courses (0-6 hours)

must be passed with a grade of C or higher

Upper-Level Business Electives: Students with a single major in Marketing must complete additional upper level (300-level or above) business/economics course work (in ACCT, ECON, FINA, IBUS, MGMT, MGSC, or MKTG) for a total of 21 hours of Upper-Level Business courses, which include major hours. Students must meet prerequisites to take the business elective of their choosing. Students may choose to double major or pursue a business analytics concentration in place of Upper-Level Business Electives.

Minor or Directed Coursework (minimum of 18 hours)

Minors (non-business) may be selected from a University-wide list of approved minors. The minor is normally a minimum of 18 hours of prescribed courses in one subject area. Students not selecting such a minor may submit an alternative program of study to satisfy the directed coursework requirement. All alternative programs of study are subject to approval by the Undergraduate Program Faculty Committee in coordination with the Undergraduate Division. All minor courses or directed coursework must be passed with a grade of C or better.

Electives (3-12 hours)

All students must complete 3 hours of electives, not to include coursework in PEDU or MATH/STAT below the Moore School minimum requirements (ex. MATH 111 or STAT 110). Students are strongly encouraged to take a business section of UNIV 101 to fulfill this elective.

Additional electives may be needed if a student exempts the foreign language requirement or fulfills Carolina Core requirements with overlay

courses. Those credit hours must be replaced with additional elective credits.

4. Major Requirements (15 hours)

a minimum grade of C is required in all major courses

Major Courses (9 hours)

Course	Title	Credits
MKTG 351	Consumer Behavior	3
MKTG 352	Principles of Marketing Research	3
MKTG 465	Marketing Strategy and Planning	3
Total Credit Hours		9

Major Electives (6 hours)

Course	Title	Credits
Select six hours of the following:		6
MKTG 445	Sales Strategy	
MKTG 446	Sales Automation and Customer Management	
MKTG 447	Pricing Strategy and Analytics	
MKTG 451	Topics in Marketing	
MKTG 454	Business-to-Business Marketing	
MKTG 455	Marketing Communications and Strategy	
MKTG 457	Personal Selling and Sales Management	
MKTG 459	Marketing Channels and Distribution	
MKTG 460	Product and Brand Management	
MKTG 461	Retailing Management	
IBUS 402	International Marketing ¹	
Total Credit Hours		6

¹ International-focused course

Business Analytics Concentration (12 hours) *optional*

Please consult with your Academic Advisor or department on the courses recommended for individual majors. The analytics concentration must be taken in conjunction with a major. The department may add additional electives to the Business Analytics Concentration, subject to the approval of the Business Analytics Task Force.

Course	Title	Credits
MGSC 394	Data Analytics for Business	3
Select nine hours of the following:		9
ACCT 404	Accounting Information Systems I	
ECON 436	Introductory Econometrics	
FINA 444	Corporate Risk Management	
FINA 469	Investment Analysis and Portfolio Management	
FINA 472	Student-Managed Investments	
IBUS 430	Research in International Business	
MGMT 425	Analytics for the Human Resources Professional	
MGSC 390	Business Information Systems	
MGSC 486	Service Operations Management	
MKTG 352	Principles of Marketing Research	
MKTG 447	Pricing Strategy and Analytics	
Total Credit Hours		12

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

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