

MARKETING, B.S.B.A.

Learning Outcomes

1. 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.
2. Students will develop an understanding of the internal and external factors that influence consumer choice.
3. 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.
4. Students will develop the ability to analyze and interpret marketing research results.
5. Students will be able to communicate market research results effectively.
6. Students will develop an understanding of the strategic marketing management planning process.

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 USC 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 USC campuses who have no work from colleges outside of USC must have a minimum cumulative Institution GPA of 3.25, must have taken at least 15 USC 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 USC 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 USC 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 | 9-30 |
| 4. Major Requirements | 21-30 |

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 (9-30 hours)

Supporting Courses (0-9 hours)

Internationalization Requirement (0-9 hours)

The program requires 9 hours of course work with international content that may be completed through 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. See the list of available internationally-focused courses. (<https://academicbulletins.sc.edu/undergraduate/business/international-requirement/>)

Minor or Cognate (12-18 hours) *optional*

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. Minors are recognized on the transcript.

Cognates which consist of 4 related courses in a specific field. The cognate is intended to support the course work in the major. The cognate must consist of twelve (12) hours of courses at the advanced level, outside of but related to the major. Cognates do not earn an additional designation on the transcript.

Electives (0-30 hours)

The number of elective hours required depends upon the number of hours used to fulfill other degree requirements, including the optional minor or cognate. Minimum degree requirements must equal 122 hours. Selecting to pursue a minor or cognate, multiple business majors or the business analytics concentration may be used to reduce the total number of elective hours. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit toward degrees in the Darla Moore School of Business.

Options to meet this requirement may include:

- Pre-Professional coursework can be applied for students seeking admission to a professional degree program after graduation.
- A maximum of 4 courses towards completion of an accelerated master's program if not counted elsewhere in the degree.
- Directed Electives: Students may select courses of interest with their advisor. Students are strongly encouraged to take a business section of UNIV 101. All directed coursework electives must be

passed with a grade of C or better. Directed coursework may not include coursework in PEDU or MATH/STAT below the Moore School minimum requirements (ex. MATH 111 or STAT 110) or 1 credit performance classes.

4. Major Requirements (21-30 hours)

a minimum grade of C is required in all major courses

Students must complete the Marketing major requirements and two upper-level business electives or choose a concentration in Product Management or Sales Leadership and one upper-level business elective. Students may choose to add an *optional* Business Analytics Concentration and/or Sustainability in Business Concentration, which may replace the upper-level business elective(s) requirement(s). Please consult your Academic advisor before deciding on concentrations.

Major Courses (6 hours)

| Course | Title | Credits |
|---------------------------|----------------------------------|----------|
| MKTG 352 | Principles of Marketing Research | 3 |
| MKTG 465 | Marketing Strategy and Planning | 3 |
| Total Credit Hours | | 6 |

Major Electives (15 hours)

| Course | Title | Credits |
|---|--|-----------|
| Select 9 hours from the following: | | 9 |
| MKTG 351 | Consumer Behavior | |
| MKTG 445 | Sales Strategy | |
| MKTG 446 | Sales Automation and Customer Management | |
| MKTG 447 | Pricing Strategy and Analytics | |
| MKTG 448 | Data Science for Business Decision-Making | |
| MKTG 451 | Topics in Marketing | |
| MKTG 453 | Marketing Practicum | |
| MKTG 454 | Business-to-Business Marketing | |
| MKTG 455 | Marketing Communications and Strategy | |
| MKTG 457 | Introduction To Sales | |
| MKTG 459 | Marketing Channels and Distribution | |
| MKTG 460 | Product and Brand Management | |
| MKTG 461 | Retailing Management | |
| MKTG 470 | Digital Marketing & Social Media Analytics | |
| MKTG 472 | Business, Markets and Sustainability | |
| MKTG 475 | Consultative Selling with Certification | |
| MKTG 477 | Social Media Marketing | |
| IBUS 402 | International Marketing ¹ | |
| Upper-level Business Electives ² | | 6 |
| Total Credit Hours | | 15 |

¹ International-focused course

² Students with a single major in Marketing must complete additional upper-level (300-level or above) business/economics course work (in ACCT, BADM, 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 pursue an additional major or a Business Analytics or Sustainability in Business Concentration in place of Upper-Level Business Electives.

Product Management Concentration (21 hours)

Please consult an academic advisor or the department on the courses recommended for the concentration. The concentration is one of three options to complete the Marketing major.

| Course | Title | Credits |
|--|---------------------------------------|-----------|
| MKTG 352 | Principles of Marketing Research | 3 |
| MKTG 460 | Product and Brand Management | 3 |
| MKTG 465 | Marketing Strategy and Planning | 3 |
| Select nine hours from the following: | | 9 |
| MKTG 351 | Consumer Behavior | |
| MKTG 447 | Pricing Strategy and Analytics | |
| MKTG 453 | Marketing Practicum | |
| MKTG 455 | Marketing Communications and Strategy | |
| MKTG 459 | Marketing Channels and Distribution | |
| MKTG 477 | Social Media Marketing | |
| Upper-level Business Elective ¹ | | 3 |
| Total Credit Hours | | 21 |

¹ Students with a single major in Marketing (Product Management Concentration) must complete an additional upper-level (300-level or above) business/economics course (in ACCT, BADM, 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 pursue an additional major or a Business Analytics or Sustainability in Business Concentration in place of Upper-Level Business Electives.

Sales Leadership Concentration (21 hours)

Please consult an academic advisor or the department on the courses recommended for the concentration. The concentration is one of three options to complete the Marketing major.

| Course | Title | Credits |
|--|--|-----------|
| MKTG 352 | Principles of Marketing Research | 3 |
| MKTG 457 | Introduction To Sales | 3 |
| MKTG 465 | Marketing Strategy and Planning | 3 |
| Select nine hours from the following: | | 9 |
| MKTG 445 | Sales Strategy | |
| MKTG 446 | Sales Automation and Customer Management | |
| MKTG 453 | Marketing Practicum | |
| MKTG 459 | Marketing Channels and Distribution | |
| MKTG 475 | Consultative Selling with Certification | |
| Upper-level Business Elective ¹ | | 3 |
| Total Credit Hours | | 21 |

¹ Students with a single major in Marketing (Sales Leadership Concentration) must complete an additional upper-level (300-level or above) business/economics course (in ACCT, BADM, 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 pursue an additional major or a Business Analytics or Sustainability in Business Concentration in place of Upper-Level Business Electives.

Business Analytics Concentration (9 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 two of the following: | | 6 |
| ACCT 404 | Accounting Information Systems I | |
| ACCT 475 | Integrated Business Processes with Enterprise Systems | |
| ECON 436 | Introductory Econometrics | |
| FINA 444 | Corporate Risk Management | |
| FINA 464 | Financial Innovation | |
| 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 391 | Applied Statistical Modeling | |
| MGSC 486 | Service Operations Management | |
| MKTG 352 | Principles of Marketing Research | |
| MKTG 447 | Pricing Strategy and Analytics | |
| MKTG 448 | Data Science for Business Decision-Making | |
| MKTG 470 | Digital Marketing & Social Media Analytics | |
| Total Credit Hours | | 9 |

Note: Courses applied in the major may not also fulfill concentration requirements.

Sustainability in Business Concentration (12 hours) *optional*

Please consult with your Academic Advisor or department on the courses recommended for individual majors. The sustainability concentration must be taken in conjunction with a major. The department may add additional electives to the Sustainability in Business Concentration, subject to the approval of the Sustainability Curriculum and research Faculty Committee.

| Course | Title | Credits |
|--|--|---------|
| MKTG 472 | Business, Markets and Sustainability | 3 |
| Select six to nine hours from the following: | | 6-9 |
| MGMT 407 | Corporate Social Responsibility and Stakeholder Management | |
| FINA 473 | Corporate Governance and Agency Conflicts | |
| ECON 500 | Urban Economics | |
| ECON 505 | International Development Economics | |
| ECON 548 | Environmental Economics | |
| MGSC 489 | Sustainable Operations & Supply Chain | |
| Select zero to three hours from the following: | | 0-3 |
| ENVR 321 | Environmental Pollution and Health | |
| ENVR 322 | Environmental Ethics | |
| ENVR 331 | Integrating Sustainability | |
| ENVR 533 | Sustainability Projects Course | |

| | |
|----------|----------------------|
| GEOG 321 | Sustainable Cities |
| HTMT 485 | Sustainable Tourism |
| POLI 478 | Environmental Policy |

Note: Courses applied in the major may not also fulfill concentration requirements.

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.

Marketing, B.S.B.A.

Marketing, B.S.B.A Product Management Concentration

Marketing, B.S.B.A. Sales Leadership Concentration