

MARKETING, B.S.B.A.

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