

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

	SRG/Major Requirement	Cr Hrs		SRG/Major Requirement	Cr Hrs
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>		
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	SPCM 101 Fund of Speech	SGR 2	3
BADM 101 Survey of Business	Pre-Major	3			
	<b>Semester Credit Hours:</b>	<b>16</b>		<b>Semester Credit Hours:</b>	<b>13</b>
<b><u>Second Year - 1st Semester</u></b>			<b><u>Second Year - 2nd Semester</u></b>		
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
Free Elective		3	Free Elective		3
	<b>Semester Credit Hours:</b>	<b>16</b>		<b>Semester Credit Hours:</b>	<b>15</b>
<b><u>Third Year - 1st Semester</u></b>			<b><u>Third Year - 2nd Semester</u></b>		
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***
	<b>Semester Credit Hours:</b>	<b>15</b>		<b>Semester Credit Hours:</b>	<b>15</b>
<b><u>Fourth Year - 1st Semester</u></b>			<b><u>Fourth Year - 2nd Semester</u></b>		
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
	<b>Semester Credit Hours:</b>	<b>15</b>	Advanced Elective		4
				<b>Semester Credit Hours:</b>	<b>15</b>
				<b>Total Major Requirements</b>	<b>120</b>

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.