

University of South Dakota
Major Credit Hour Count: 75-80
Major: Marketing, B.B.A.

[2021-2022 Academic Catalog]

First Year - 1st Semester

BADM 101 Survey of Business
ENGL 101 Composition
Math 114/114L College Algebra*
Natural Science
Elective

SGR/Major Requirement	Cr Hrs
Pre-Major	3
SGR 1	3
SGR 5	3
SGR 6	4
	3
Semester Credit Hours:	16

Second Year - 1st Semester

ACCT 210 Principle of Accounting I
ENGL 205 Business Writing
ECON 201 Princ of Microeconomics
Social Science
CMST 210 Interpersonal Comm for Professionals

SGR/Major Requirement	Cr Hrs
Pre-Major	3
SGR 1	3
SGR3, Pre-Major	3
SGR 3	3
Pre-Major	3
Semester Credit Hours:	15

Third Year - 1st Semester

BADM 310 Business Finance
BADM 321 Business Statistics II
BADM 369 Org. Behavior & Theory
MKTG Elective
PHIL 322 Ethics & Corporate Social Resp.in Bus

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
Major	3
Major	3
Semester Credit Hours:	15

Fourth Year - 1st Semester

BADM 425 Prod. & Operations Management
MKTG 476 Marketing Research
MKTG Elective
Advanced Electives

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
	6
	0
Semester Credit Hours:	15

First Year - 2nd Semester

MATH 121 Survey of Calculus
Natural Science
Humanities
CMST 101 Fund of Speech

SGR/Major Requirement	Cr Hrs
Pre-Major	4
SGR 6	4
SGR 4	3
SGR 2	3
	0
Semester Credit Hours:	14

Second Year - 2nd Semester

ACCT 211 Princ of Accounting II
ECON 202 Princ of Macroeconomics
BADM 220 Business Statistics
BADM 370 Marketing
Fine Arts

SGR/Major Requirement	Cr Hrs
Pre-Major	3
Pre-Major	3
Pre-Major	3
Major	3
SGR 4	3
Semester Credit Hours:	15

Third Year - 2nd Semester

BADM 323 Information Systems for Bus. Prof.
BADM 350 Legal Environment
MKTG 475 Consumer Behavior
MKTG Elective
Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
Major	3
	3
Semester Credit Hours:	15

Fourth Year - 2nd Semester

BADM 482 Business Policy & Strategy
MKTG 482 Marketing Planning & Strategy
ECON Elective
Advanced Electives
Business Elective

SGR/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
	4
Major	2
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.

University Honors courses at the 300/400 level are also considered Advanced Electives.