

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

[2021-2022 Academic Catalog]

**First Year - 1st Semester**

ENGL 101 Composition  
Math 114 College Algebra\*  
Science Course  
Social Science  
BADM 101 Survey of Business

SRG/Major Requirement	Cr Hrs
SGR 1	3
SGR 5	3
SGR6	4
SGR 3	3
Pre-Major	3
<b>Semester Credit Hours:</b>	<b>16</b>

**Second Year - 1st Semester**

ACCT 210 Principle of Accounting I  
ECON 201 Princ of Microeconomics  
Humanities/Fine Arts  
MATH 121 Survey of Calculus  
CMST 210 Interpersonal Communication for Prfsnls

SRG/Major Requirement	Cr Hrs
Pre-Major	3**
SGR3, Pre-Major	3
SGR 4	3
Pre-Major	4
Pre-Major	3
<b>Semester Credit Hours:</b>	<b>16</b>

**Third Year - 1st Semester**

BADM 370 Marketing  
BADM 323 Info Systems  
BADM 321 Business Statistics  
ECON Electives  
Advanced Elective

SRG/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
Major	3
Major	3
<b>Semester Credit Hours:</b>	<b>15</b>

**Fourth Year - 1st Semester**

BADM 482 Business Policy & Strategy  
MKTG 476 Marketing Research  
MKTG Electives  
Advanced Elective

SRG/Major Requirement	Cr Hrs
Major	3
Major	3
Major	6
Major	3
<b>Semester Credit Hours:</b>	<b>15</b>

**First Year - 2nd Semester**

ENGL 205 Business Writing  
Science Course  
Humanities/Fine Arts  
CMST 101 Fundamentals of Speech

SRG/Major Requirement	Cr Hrs
SGR1	3
SGR 6	4
SGR4	3
SGR 2	3
<b>Semester Credit Hours:</b>	<b>13</b>

**Second Year - 2nd Semester**

ACCT 211 Princ of Accounting II  
ECON 202 Princ of Macroeconomics  
BADM 220 Business Statistics  
BADM 369 Org. Behavior & Theory  
PHIL 322 Ethics & Corporate Social Responsibility

SRG/Major Requirement	Cr Hrs
Pre-Major	3**
Pre-Major	3
Pre-Major	3
Major	3
Pre-Major	3
<b>Semester Credit Hours:</b>	<b>15</b>

**Third Year - 2nd Semester**

BADM 310 Business Finance  
MKTG 475 Consumer Behavior  
MKTG Elective  
Advanced Elective  
BADM 350 Legal Environment (online-USD)

SRG/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
Major	3
Major	3***
<b>Semester Credit Hours:</b>	<b>15</b>

**Fourth Year - 2nd Semester**

BADM 425 Prod. & Operations Management  
MKTG 482 Marketing Planning & Strategy^  
MKTG Elective  
Business Elective  
Advanced Elective

SRG/Major Requirement	Cr Hrs
Major	3
Major	3
Major	3
Major	2
Major	4
<b>Semester Credit Hours:</b>	<b>15</b>

**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.

\*\*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.