

**The University of South Dakota**  
**Major Credit Hour Count: 69-74**  
**Major: Marketing, B.B.A.**

	SRG/Major Requirement	<u>Cr Hrs</u>		SRG/Major Requirement	<u>Cr Hrs</u>
<b><u>First Year - 1st Semester</u></b>			<b><u>First Year - 2nd Semester</u></b>		
Engl 101 Composition	SGR 1	3	MATH 121 Survey of Calculus	Pre-Major	4
Math 102 College Algebra*	SGR 5	3	Science Course	SGR 6	4
Science Course	SGR6	4	Humanities	SGR4	3
BADM 101 Survey of Business	Pre-Major	3	SPCM 101 Fund of Speech	SGR 2	3
Elective		3			
<b>Semester Credit Hours:</b>		<b>16</b>	<b>Semester Credit Hours:</b>		<b>14</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
ENGL 205 Business Writing	SGR1	3	ECON 202 Princ of Macroeconomics	Pre-Major	3
ECON 201 Princ of Microeconomics	SGR3, Pre-Major	3	BADM 220 Business Statistics	Pre-Major	3
Social Science	SGR 3	3	BADM 370 Marketing	Major	3
Elective		3	Fine Arts	SGR 4	3
<b>Semester Credit Hours:</b>		<b>15</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 310 Business Finance	Major	3	BADM 323 Information Systems for Bus. Prof.	Major	3
BADM 321 Business Statistics II	Major	3	BADM 350 Legal Environment	Major	3
BADM 369 Org. Behavior & Theory	Major	3	MKTG 475 Consumer Behavior	Major	3
MKTG Elective	Major	3	MKTG Elective	Major	3
Advanced Elective		3	Elective		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 425 Prod. & Operations Management	Major	3	BADM 482 Business Policy & Strategy	Major	3
MKTG 480 Marketing Research	Major	3	MKTG 482 Marketing Planning & Strategy	Major	3
MKTG Elective	Major	3	ECON Elective	Major	3
Advanced Electives		6	Advanced Electives		4
<b>Semester Credit Hours:</b>		<b>15</b>	Business Elective	Major	2
			<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.