

2014-15 B.S. DEGREE IN BUSINESS ADMINISTRATION, MARKETING CONCENTRATION
UNIVERSITY OF SOUTH CAROLINA BEAUFORT

Student Name:

Email:

VIP ID:

| I. General Education Requirements | | | | <i>Term Taken</i> | <i>Grade</i> | <i>Credit Hours</i> | <i>Notes</i> | | | |
|---|---|---|---|------------------------|---------------------|-----------------------|--|--------------|---------------------------------------|--------------|
| ENGL 101 | Composition (≥C is needed) | (Co-req ENGL 101L or Placement Score ≥24) | | | | 3 | | | | |
| ENGL 102 | Composition and Literature (≥C is needed) | (Prereq ≥C ENGL 101) | | | | 3 | | | | |
| MATH 111/111E (or 115) | College Algebra or Precalculus (≥C is needed) | (depends on Math Placement Score) | | | | 3/4 | Take in Freshman year | | | |
| MATH 122 (or 141) | Calculus (≥C is needed) | (Prereq ≥C MATH 111 or high Math Placement Score) | | | | 3 | | | | |
| COMM 140, 201 or 230 | Public, Interpersonal Communication or Business & Professional Speaking | | | | | 3 | | | | |
| HIST 101, 102, 111, 112, 115, or 116 | European, U.S., or World History (World courses also fulfill Global req.) | | | | | 3 | | | | |
| Fine Arts: one 3-hr credit course in Art History (ARTH), Arts (ARTS), Music (MUSC), or Theater (THEA) | | | | | | 3 | | | | |
| Foreign Language: 2 courses in the same language or test out by proficiency | | | | | | | | | | |
| | | | | | | 3 | i.e. SPAN 101 or FREN 101 | | | |
| | | | | | | 3 | i.e. SPAN 102 or FREN 102 | | | |
| Natural Sciences with labs: 2 courses in Biology, Chemistry, Marine Science, or Physics, only 1 needed with a lab (also ANTH 101 or PSYC 361 can be taken for 3 hour credit science course) | | | | | | | | | | |
| | | | | | | 4 | i.e. MSCI 210 or 215, BIOL 110, 120, 200, 270, ... | | | |
| | | | | | | 3 | | | | |
| Global Citizenship/Multicultural Understanding: 1 course, if not taken above or as a free elective below ANTH 102, ANTH 312, ANTH 317, ANTH 351, ANTH 352, ANTH 452, ENGL 291, GEOG 121, GLST 301, GLST 398, HIST 109, HIST 115, HIST 116, RELG 203, SOCY 315, and SPAN 380. | | | | | | ... | | | | |
| One Other Liberal Arts Elective + At Least 2 Other Free Electives (sufficient to have a total of 60 credit hours in sections I & II) | | | | | | | | | | |
| | | | | | | 3 | | | | |
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| | | | | | | ... | | | | |
| II. Program Requirements | | | | | | | | | | |
| ECON 221 | Microeconomics (also meets GenEd Soc./Beh. Sci. req.) | (Prereq: MATH 111 or higher) | | | | 3 | Take in Sophomore year | | | |
| ECON 222 | Macroeconomics (also meets GenEd Liberal Arts req.) | | | | | 3 | Take in Sophomore year | | | |
| MGSC 290 | Computer Information Systems in Business | | | | | 3 | | | | |
| STAT 201 | Elementary Statistics (can meet GenEd Math req.) | (Prereq: MATH 111 or higher) | | | | 3 | Take in Sophomore year | | | |
| BADM 210 | Financial Reasoning | | | | | 3 | Take in Freshman year | | | |
| Total General Education and Program Credit Hours (Sections I & II) | | | | | | ≥ 60 | | | | |
| III. Business Core Requirements (36 credit hours) (≥C is needed in all courses) | | | | <i>Prerequisite(s)</i> | <i>Offered Fall</i> | <i>Offered Spring</i> | <i>Term Taken</i> | <i>Grade</i> | <i>Credit Hours</i> | <i>Notes</i> |
| ACCT 225 | Fundamentals of Accounting I | BADM 210 (pre or co-req) | • | • | | | | 3 | Take in Sophomore year | |
| ACCT 226 | Fundamentals of Accounting II | ≥C ACCT 225, MGSC 290 | • | • | | | | 3 | Take in Sophomore year | |
| MGMT 371 | Principles of Management & Lead. | Jr. standing | • | • | | | | 3 | Take early in Junior year | |
| MKTG 350 | Principles of Marketing | ECON 221, BADM 210 | • | • | | | | 3 | Take early in Junior year | |
| BADM 324 | Commercial Law | Jr. standing | • | • | | | | 3 | | |
| BADM 345 | Business Communications | ≥C ENGL 102 | • | • | | | | 3 | | |
| BADM 363 | Business Finance | ≥C ACCT 226 | • | • | | | | 3 | Take in Junior year | |
| BADM 379 | Business Ethics | Jr. standing | • | • | | | | 3 | | |
| BADM 383 | International Business OR | MGMT 371 | • | • | | | | 3 | | |
| ECON 303 | International Economy | | | | | | | | | |
| BADM 396 | Business Research Methods | STAT 201, MKTG 350 | • | • | | | | 3 | | |
| MGSC 390 | Management Information Systems | MGSC 290 | • | • | | | | 3 | | |
| MGMT 478 | Strategic Management | MKTG 350, MGMT 371 BADM 363 | • | • | | | | 3 | Capstone course, take in Senior year. | |
| IV. Marketing Concentration (15 credit hours) (≥C is needed in all courses) | | | | <i>Prerequisite(s)</i> | <i>Offered Fall</i> | <i>Offered Spring</i> | <i>Term Taken</i> | <i>Grade</i> | <i>Credit Hours</i> | <i>Notes</i> |
| MKTG 352 | Intro to Marketing Research | MKTG 350, STAT 201 | • | | | | | 3 | | |
| MKTG 453 | Sales Management | MKTG 350 | | • | | | | 3 | | |
| MKTG 454 | Marketing Communications | MKTG 350 | | • | | | | 3 | | |
| MKTG 455 | Consumer Behavior | MKTG 350 | • | | | | | 3 | | |
| MKTG 465 | Marketing Strategy & Planning | MKTG 352 | | • | | | | 3 | | |
| V. Upper-division Business Electives (9 credit hours) (≥C is needed in all courses) | | | | | | | | | | |
| Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG) | | | | | | | | 3 | | |
| Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG) | | | | | | | | 3 | | |
| Upper-division Business Elective (300+ ACCT, BADM, ECON, MGMT, or MKTG) | | | | | | | | 3 | | |
| TOTAL DEGREE CREDIT HOURS | | | | | | 120 | | | | |

I certify that the above student has completed all requirements for the B.S. in Business Administration, Marketing Concentration.

Advisor Name:

Date: