

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Code	Title	Hours
General Education Courses		
<i>I. Communication</i>		
English:		
ENGL U101	Composition I	3
ENGL U102	Composition II	3
Speech:		
SPCH U201	Foundations in Oral Communication	3
<i>II. Mathematics, Logic & Natural Sciences</i>		
Mathematics:		
ECON U291	Probability and Statistics	3
MATH U122	Calculus for Management and Social Sciences	3-4
	or MATH U141 Calculus I	
Natural Science (w/ lab):		
Select one of the following:		4
ASTR U111 & U111L	Descriptive Astronomy and Descriptive Astronomy Laboratory	
BIOL U110 & U110L	General Biology and General Biology Lab	
BIOL U220 & U220L	Botany and Society and Botany and Society Laboratory	
BIOL U244 & U244L	Human Anatomy and Physiology II and Human Anatomy and Physiology II Lab	
CHEM U106 & U106L	Chemistry and Society and Chemistry and Society Lab	
CHEM U109 & U109L	Chemistry of Living Things and Chemistry of Living Things Lab	
CHEM U111 & U111L	General Chemistry and General Chemistry Lab	
GEOL U101 & U101L	Physical Geology and Physical Geology Lab	
GEOL U102 & U102L	Historical Geology and Historical Geology Lab	
GEOL U103 & U103L	Environmental Geology and Environmental Geology Lab	
PHYS U101 & U101L	Introduction to Physical Science and Introduction to Physical Science Laboratory	
PHYS U201 & U201L	General Physics I and General Physics I Lab	
PHYS U202 & U202L	General Physics II and General Physics II Lab	
Math, Logic and/or Natural Science:		
Select any Natural Science course listed above or:		3-4
BIOL U206	Genetics and Society	
BIOL U240	Human Biology and Society	
BIOL U260	Emerging Infectious Diseases	
BIOL U270	Environmental Science	
GEOL U104	Natural Disasters	

GEOL U120	Geology of the Southeast
LOGC U205	Introduction to Logic and Rhetoric
LOGC U207	Deductive Logic
MATH U142	Calculus II
<i>III. Information Technology</i>	
Info. Tech.:	
Select one of the following:	
CSCI U138	Introduction to Computer Technology
CSCI U150	Introduction to Computer Science
<i>IV. Fine Arts, Humanities & History</i>	
Fine Arts:	
Select one of the following:	
AFAM U204	African American Culture
ARTH U101	Introduction to Art
ARTH U105	History of Western Art: Prehistory - Middle Ages
ARTH U106	History of Western Art: Renaissance - Modern
MUSC U110	Introduction to Music
MUSC U140	History of American Popular Music
SOST U201	Introduction to Southern Studies
THEA U161	Introduction to Theatre Art
THEA U170	Fundamentals in Acting
History:	
Select one of the following:	
HIST U101	Introduction to World History I
HIST U102	Introduction to World History II
HIST U105	History of the United States to 1877
HIST U106	History of the United States from 1865
Fine Arts, Humanities, and/or History:	
Select any Fine Arts or History course listed above or:	
AMST U101	American Studies, 17th - 19th Century
AMST U102	American Studies, 20th Century
ENGL U208	Introduction to Creative Writing
ENGL U252	Understanding English Grammar
ENGL U275	Masterpieces of World Literature
ENGL U279	Survey of American Literature I
ENGL U280	Survey of American Literature II
ENGL U289	Survey of British Literature I
ENGL U290	Survey of British Literature II
ENGL U291	African American Literature
FILM U240	Introduction to Film
PHIL U102	Introduction to Philosophy
PHIL U211	Contemporary Moral Issues
RELG U103	Comparative Religion
<i>V. Foreign Language & Culture</i>	
Foreign Language:	
Select one of the following: ¹	
ASLG U101	American Sign Language I
FREN U101	Introductory French I
GERM U101	Introductory German I
SPAN U101	Introductory Spanish I
<i>VI. Social & Behavioral Sciences</i>	
Social & Behavioral Science:	

ECON U221	Principles of Macroeconomics	3
Select one of the following:		3
AFAM U201	Introduction to African American Studies	
ANTH U102	Understanding Other Cultures	
GEOG U103	Introduction to Geography	
POLI U101	American National Government	
PSYC U101	Introduction to Psychology	
SOCY U101	Introduction to Sociology	
SPCH U210	Interpersonal Communication	
UNIV U201	Leadership Development I	
WGST U101	Introduction to Women's & Gender Studies	

VII. General Education Electives

General Education Electives:

Select any approved general education course or courses (<https://academic-catalog.uscupstate.edu/academic-programs/general-education-courses/>) 0

Major Course Requirements

Business Core Courses

Lower Division:

ACCT U225	Financial Accounting	3
ACCT U226	Managerial Accounting	3
ACCT U247	Legal Environment of Business	3
BADM U279	Business Professionalism	1
ECON U222	Principles of Microeconomics	3
ECON U292	Statistical Inference	3
MGMT U290	Introduction to Business Information Systems	3

Upper Division:

BADM U478	Senior Seminar: Business Strategy	3
BADM U498	Major Field Test in Business	1
ECON U393	Business Analytics	3

Select one of the following: 3

ECON U303	International Economics	
MKTG U452	International Marketing	
FINA U461	International Business Finance	
MGMT U378	The International Business Enterprise	
FINA U363	Business Finance	3
MGMT U371	Principles of Organizational Management	3
MGMT U372	Operations Management	3
MKTG U350	Principles of Marketing	3

Marketing Major Courses

MKTG U351	Consumer Behavior	3
MKTG U352	Marketing Communications	3
MKTG U457	Marketing Research	3
MKTG U458	Marketing Management	3

Select three of the following, if not taken to fulfill above requirements: 9

MKTG U354	Social Media Marketing	
MKTG U355	Marketing Graphics	
MKTG U356	Brand Management	
MKTG U451	Applications of Corporate Marketing	
MKTG U452	International Marketing	
MKTG U454	Digital Marketing	
MKTG U455	Topics in Marketing	

MKTG U456	Business Marketing	
MKTG U459	Personal Selling and Sales Management	
MGMT U471	New Business Enterprise	
BADM U499	Business Internship	

Electives

Select electives sufficient to reach 120 credit hours 17-19

Total Hours 120

¹ The minimum acceptable level of competency is completion of the 101 level of a language. Students who place into the 102 or higher level of a language satisfy the language requirement but will have additional hours in general education electives, if hours are required by their degree program