MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

English: ENGL U101 Composition I 3 ENGL U102 Composition II 3 Speech: SPCH U201 Foundations in Oral Communication 3 II. Mathematics, Logic & Natural Sciences 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):	Code	Title	Hours
English: ENGL U101 Composition I ENGL U102 Composition II Speech: SPCH U201 Foundations in Oral Communication II. Mathematics, Logic & Natural Sciences Mathematics: ECON U291 Probability and Statistics MATH U122 Calculus for Management and Social Sciences or MATH U141 Calculus I Natural Science (w/ lab): Select one of the following: ASTR U111 Descriptive Astronomy & U111L and Descriptive Astronomy Laboratory BIOL U110 General Biology & U110L and General Biology Lab BIOL U220 Botany and Society & U220L and Botany and Society Laboratory BIOL U244 Human Anatomy and Physiology II & U244L and Human Anatomy and Physiology II Lab CHEM U106 Chemistry and Society Lab. CHEM U109 Chemistry of Living Things & U109L and Chemistry of Living Things & U109L and Physical Geology & U101L and Physical Geology & U101L and Physical Geology & U101L and Historical Geology & U102L and Historical Geology & U103L and Environmental Geology Lab GEOL U102 Historical Geology & U103L and Introduction to Physical Science & U101L and General Physics I & U201L and General Physics I Lab PHYS U201 General Physics I & U202L and General Physics I Lab PHYS U202 General Physics II & U203L and General Physics II & U204U Human Biology and Society BIOL U260 Genetics and Society BIOL U260 Emerging Infectious Diseases BIOL U270 Environmental Science	General Educatio	n Courses	
ENGL U101 Composition I ENGL U102 Composition II Speech: SPCH U201 Foundations in Oral Communication II. Mathematics, Logic & Natural Sciences Mathematics: ECON U291 Probability and Statistics MATH U122 Calculus for Management and Social Sciences or MATH U141 Calculus I Natural Science (w/ lab): Select one of the following: ASTR U111 Descriptive Astronomy & U111L and General Biology & U110L and General Biology Lab BIOL U220 Botany and Society & U220L and Botany and Society Laboratory BIOL U244 Human Anatomy and Physiology II & U244L and Human Anatomy and Physiology II Lab CHEM U106 And Chemistry and Society Lab. CHEM U109 Chemistry of Living Things & U109L and Chemistry of Living Things & U101L and Physical Geology & U101L and Physical Geology & U101L and Physical Geology Lab GEOL U101 Physical Geology & U102L and Historical Geology Lab GEOL U102 Environmental Geology & U103L and Introduction to Physical Science & U101L and General Physics I Lab PHYS U201 General Physics I Lab PHYS U201 General Physics II Lab Math, Logic and/or Natural Science: Select any Natural Science course listed above or: BIOL U240 Human Biology and Society BIOL U240 Environmental Science: Select any Natural Science course listed above or: 3-4 BIOL U260 Emerging Infectious Diseases BIOL U270 Environmental Science	I. Communication		
ENGL U102 Composition II 3 Speech: SPCH U201 Foundations in Oral Communication 3 II. Mathematics, Logic & Natural Sciences Mathematics: ECON U291 Probability and Statistics 3 MATH U122 Calculus for Management and Social Sciences or MATH U141 Calculus I Natural Science (W / lab): Select one of the following: 4 ASTR U111 Descriptive Astronomy and Descriptive Astronomy Laboratory BIOL U110 General Biology and General Biology Lab BIOL U220 Botany and Society Laboratory BIOL U220 Botany and Society Laboratory BIOL U244 Human Anatomy and Physiology II Lab CHEM U106 Chemistry and Society Lab. CHEM U109 And Chemistry and Society Lab. CHEM U109 And General Chemistry & U101L and General Chemistry & U101L and General Chemistry & U101L and General Chemistry Lab GEOL U101 Physical Geology & U102L and Historical Geology Lab GEOL U102 Historical Geology & U102L and Environmental Geology Lab PHYS U101 Introduction to Physical Science & U101L and General Physics I Lab PHYS U201 General Physics I Lab Math, Logic and/or Natural Science: Select any Natural Science course listed above or: 3-4 BIOL U260 Genetics and Society BIOL U260 Emerging Infectious Diseases BIOL U270 Environmental Science BIOL U270 Environmental Science	English:		
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Mathematics, Logic & Natural Sciences Mathematics: ECON U291 Probability and Statistics 3-4 or MATH U122 Calculus for Management and Social Sciences or MATH U141 Calculus I Natural Science (w/ lab): Select one of the following: 4 ASTR U111 Descriptive Astronomy & U111L and Descriptive Astronomy Laboratory BIOL U110 General Biology & U110L and General Biology Lab BIOL U220 Botany and Society & U220L and Botany and Society Laboratory BIOL U244 Human Anatomy and Physiology II Lab CHEM U106 Chemistry and Society Lab. CHEM U107 CHEMISTRY of Living Things & U109L and Chemistry of Living Things & U109L and Chemistry of Living Things & U109L and Physical Geology & U111L and General Chemistry & U111L and General Chemistry Lab GEOL U101 Physical Geology & U102L and Historical Geology Lab GEOL U102 Historical Geology & U103L and Environmental Geology Lab PHYS U101 Introduction to Physical Science & U101L and General Physics I Lab PHYS U201 General Physics II & U202L 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 U207 Environmental Science BIOL U207 Environmental Science BIOL U270 Environmental Science BIOL U270 Environmental Science	Speech:		
Mathematics: ECON U291 Probability and Statistics	SPCH U201	Foundations in Oral Communication	3
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Natural Science (w/ lab): Select one of the following: ASTR U111 Descriptive Astronomy & U111L and Descriptive Astronomy Laboratory BIOL U110 General Biology & U110L BIOL U220 Botany and Society & U220L and Botany and Society Laboratory BIOL U244 Human Anatomy and Physiology II & U244L AND CHEM U106 CHEM U106 CHEM U109 CHEMISTRY and Society Lab. CHEM U109 CHEMISTRY of Living Things & U109L AND CHEMISTRY of Living Things Lab. CHEM U111 General Chemistry & U111L AND General Chemistry Lab GEOL U101 Physical Geology & U101L AND Historical Geology & U102L AND Historical Geology & U103L AND Historical Geology Lab GEOL U103 Environmental Geology Lab PHYS U101 Introduction to Physical Science & U101L AND Historical Geology Lab PHYS U201 General Physics I & U201L AND General Physics I Lab PHYS U202 General Physics II & U202L 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 U240 Emerging Infectious Diseases BIOL U270 Environmental Science	MATH U122	Calculus for Management and Social Sciences	3-4
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BIOL U240 Human Biology and Society BIOL U260 Emerging Infectious Diseases BIOL U270 Environmental Science			0 1
BIOL U260 Emerging Infectious Diseases BIOL U270 Environmental Science		•	
BIOL U270 Environmental Science			

GEOL U120	Geology of the Southeast	
LOGC U205	Introduction to Logic and Rhetoric	
LOGC U207	Deductive Logic	
MATH U142	Calculus II	
III. Information Ted	chnology	
Info. Tech.:		
Select one of the	following:	3
CSCI U138	Introduction to Computer Technology	
CSCI U150	Introduction to Computer Science	
IV. Fine Arts, Huma		
Fine Arts:		
Select one of the	following:	3
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:	Tanadinentale in Acting	
Select one of the	following:	3
HIST U105	History of the United States to 1877	J
HIST U106	History of the United States from 1865	
	ities, and/or History:	
	•	3
AMST U101	rts or History course listed above or.	3
AMST U102	American Studies, 17th - 19th Century	
	American Studies, 20th Century Introduction to Creative Writing	
ENGL U208	•	
ENGL U252 ENGL U275	Understanding English Grammar	
	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	
HIST U101	Introduction to World History I	
HIST U102	Introduction to World History II	
PHIL U102	Introduction to Philosophy	
PHIL U211	Contemporary Moral Issues	
RELG U103	Comparative Religion	
V. Foreign Langua	ge & Culture	
Foreign Language		
Select one of the	following: 1	3
ASLG U101	American Sign Language I	
FREN U101	Introductory French I	
GERM U101	Introductory German I	
SPAN U101	Introductory Spanish I	
VI. Social & Behavi	ioral Sciences	
Social & Behavior		

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	
WGST U101	Introduction to Women's & Gender Studies	
VII. General Educa	ntion Electives	
General Education	n Electives:	
	ved general education course or courses (https:// g.uscupstate.edu/academic-programs/general- es/)	0
Major Course Re	quirements	
Business Core Co	urses	
Lower Division:		
ACCT U225	Financial Accounting	3
ACCT U226	Managerial Accounting	3
ECON U222	Principles of Microeconomics	3
ECON U292	Statistical Inference	3
MGMT U290	Introduction to Business Information Systems	3
Upper Division:		
ACCT U347	Legal Environment of Business	3
BADM U478	Senior Seminar. Business Strategy	3
BADM U498	Major Field Test in Business	1
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 th	e 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

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