

**Bachelor of Science in
Business Administration**
Concentration in Marketing



School of Business
University of South Carolina Aiken

First Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
ENGL A101*	Composition	3	ENGL A102*	Composition and Literature	3
MATH A108*	College Algebra	3	STAT A201	Elementary Statistics	3
Global Cultures	HIST A101 or A102	3	ECON A221	Principles of Macroeconomics	3
GEN ED	Humanities	3	GEN ED	American Political Institutions	3
BADM A225	Principles of Financial Acct.	3	BADM A226	Principles of Managerial Acct.	3

Second Year

1st Semester (16 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hr
MATH A122	Survey of Calculus with	3	BADM A345	Business Communications	3
BADM A298	Information Management	3	COMM A201/A241	Interpersonal/ Public Speaking	3
ECON A222	Principles of Microeconomics	3	BADM A299	Business Analytics	3
GEN ED	Humanities Choice	3	BADM A350	Principles of Marketing	3
GEN ED	Natural Science with Lab	4	GEN ED	School Specific	3

Third Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hr
BADM A363	Business Finance	3	MGMT A475	Operation & Supply Chain Mgmt	3
BADM A371	Management and Leadership	3	BADM A383	International Business	3
MKTG A455	Consumer Behavior	3	BADM A300	Topics in Data Modeling	3
BADM A379	Business & Society	3	MKTG A457	Marketing Research	3
GEN ED	School Specific	3	Marketing	Concentration Choice	3

Fourth Year

1st Semester (15 hrs)			2nd Semester (14-15 hrs)		
Course	Title	hrs	Course	Title	hr
Marketing	Concentration Choice	3	BADM A478	Strategic Management	3
ELEC	Free Elective	3	ELEC	Free Elective	3
ELEC	Free Elective	3	ELEC	Free Elective	3
ELEC	Free Elective	3	ELEC	Free Elective	3
ELEC	Free Elective	3	ELEC	Free Elective	2-3

*Must earn a C or better.

- Free Electives may be used to earn a minor or a second concentration. See your advisor for guidance.
- Students should consult their bulletin, DegreeWorks, and Academic Advisor to ensure that all degree requirements are met.