



This course plan is a recommended sequence for this major. Courses designated as critical (!) may have a deadline for completion and/or affect time to graduation. Please see the "Program Notes" section for details regarding "critical courses" for this particular Program of Study.

Critical	Course Subject and Title	Credit Hours	Min. Grade <sup>1</sup>	Major GPA <sup>2</sup>	Code	Prerequisites	Notes
<b>Semester One (15-16 Credit Hours)</b>							
!	ENGL 101 Critical Reading and Composition	3	C		CC-CMW		
!	MATH 122 Calculus for Bus. Admin. & Soc. Sciences or MATH 141 Calculus 1 <sup>3</sup>	3-4	C		CC-ARP	MATH 111/111I/115 (MATH 122); MATH 112/115/116 (MATH 141); or Math placement test score	
!	MGSC 290 Computer Info. Systems in Business <sup>4</sup> or ECON 221 Principles of Microeconomics or ECON 222 Principles of Macroeconomics	3	C		CR		
	UNIV 101 The Student in the University or Carolina Core Requirement <sup>6</sup>	3			PR/CC		
	Foreign language <sup>5</sup> or other Carolina Core Requirement <sup>6</sup>	3			CC-GFL		
<b>Semester Two (15-16 Credit Hours)</b>							
!	ENGL 102 Rhetoric and Composition	3	C		CC-CMW CC-INF	C or better in ENGL 101	
!	STAT 206 Elementary Statistics for Business	3	C		CC-ARP	MATH 111 or higher	
!	ACCT 225 Introduction to Financial Accounting	3	C		CR		
!	MGSC 290 Computer Info. Systems in Business <sup>4</sup> or ECON 221 Principles of Microeconomics or ECON 222 Principles of Macroeconomics	3	C		CR		
	Foreign language <sup>5</sup> or other Carolina Core Requirement <sup>6</sup>	3-4			CC-GFL		
<b>Semester Three (16 Credit Hours)</b>							
	ACCT 226 Introduction to Managerial Accounting	3	C		CR	ACCT 225	
	ECON 221 Principles of Microeconomics or ECON 222 Principles of Macroeconomics	3	C		CR		
	MGMT 250 Professional Communication	3	C		CR	ENGL 101 & 102	
	BADM 301 Business Careers in the Global Economy	1	C		CR		
	MGSC 291 Statistics for Business and Economics	3	C		CR	STAT 206	
	Carolina Core CMS (SPCH 140, 230, 260, or SAEL 200)	3			CC-CMS		
<b>Semester Four (15-16 Credit Hours)</b>							
	FINA 363 Introduction to Finance	3	C		CR	ECON 221, ACCT 225, and 3 hrs. of 200-level statistics	
	MGMT 371 Principles of Management	3	C		CR		
	MGSC 395 Operations Management	3	C		CR	STAT 206	
	MKTG 350 Principles of Marketing	3	C		CR	ECON 221/222, ACCT 225/226	
	Carolina Core Requirement <sup>6</sup>	3-4			CC		
<b>Semester Five (15-16 Credit Hours)</b>							
	MKTG 351 Consumer Behavior	3	C		MR	MKTG 350	
	MKTG 352 Principles of Marketing Research	3	C		MR	MKTG 350 and MGSC 291	
	ACCT 324 Survey of Commercial Law	3	C		CR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Carolina Core Requirement <sup>6</sup>	3-4			CC		
<b>Semester Six (15 Credit Hours)</b>							
	MKTG Elective <sup>8</sup>	3	C		MR		
	Business Elective <sup>9</sup>	3	C		PR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Carolina Core Requirement <sup>6</sup>	3			CC		
<b>Semester Seven (15 Credit Hours)</b>							
	MKTG 465 Marketing Strategy and Planning	3	C		MR	MKTG 352 & Senior Standing	
	Business Elective <sup>9</sup>	3	C		PR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Carolina Core Requirement <sup>6</sup> or Approved Elective	3			CC/PR		
	Carolina Core Requirement <sup>6</sup> or Approved Elective	3			CC/PR		
<b>Semester Eight (15 Credit Hours)</b>							
	MGMT 478 Strategic Management	3	C		CR/CC-INT	MKTG 350, FINA 363, MGMT 371 & Senior Standing	
	MKTG Elective <sup>8</sup>	3	C		MR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Directed Coursework <sup>7</sup>	3	C		PR		
	Carolina Core Requirement <sup>6</sup> or Approved Elective	3			CC/PR		

## Graduation Requirements Summary

Minimum Total Hours	Major Requirements Hours	College & Program Requirements Hours	Carolina Core Hours	Minimum Overall GPA
122	15	64-76	31-43	2.800

- Regardless of individual course grades, students must maintain a minimum 3.000 cumulative USC GPA.
- Some colleges require a minimum GPA for major courses. Courses indicated below are included in the major GPA for this program of study.
- Students who do not place into MATH 122 or MATH 141 will be required to take a summer course in the summer following their first year.
- MGSC 290 is a progression requirement and must be taken within the first year in the Darla Moore School of Business. Either ECON 221 or 222 must be taken during the first year. Whichever remains incomplete at the end of the first year, will be taken during the third semester.
- Students in the Darla Moore School of Business are required to demonstrate proficiency in one foreign language by a score of 2 or higher on the foreign language placement test, or credit equivalent to USC 109 and 110 courses, or credit equivalent to the USC 121 course.
- The [Carolina Core](#) provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
- Directed coursework may consist of courses toward a minor, cognate, concentration, or directed study.
- Marketing Electives (6 credit hours)

Choose from the following:	
MKTG 445 – Sales Strategy (3)	MKTG 457 – Personal Selling and Sales Management (3)
MKTG 446 – Sales Automation and Customer Management (3)	MKTG 457 – Personal Selling and Sales Management (3)
MKTG 447 – Pricing Strategy and Analytics (3)	MKTG 458 – Creative Strategy in Advertising (3)
MKTG 451 – Topics in Marketing (3)	MKTG 459 – Marketing Channels and Distribution (3)
MKTG 453 – Marketing Practicum (3) – <i>By application only</i>	MKTG 460 – Product Management (3)
MKTG 454 – Business to Business Marketing (3)	MKTG 461 – Retail Management (3)
MKTG 455 – Marketing Communications and Strategy (3)	IBUS 402* – International Marketing (3)

\*International-focused course

- Business Electives must be 300-level or higher business courses in ACCT, ECON, FINA, IBUS, MGMT, MGSC, or MKTG. Students must meet prerequisites to take the business elective of their choosing.

### Program Notes:

- Courses identified as “critical” must be completed with a grade of “C” or better in the student’s first year in the Darla Moore School of Business in order to continue in the Business School.
- Students may choose to complete a Business Analytics Concentration (12 hours) in conjunction with the Marketing major.

**Required: MGSC 394 – Data Analytics for Business (3) and 9 hours from the list below:**

ACCT 404 – Accounting Information Systems I (3)	MGMT 425 – HR Analytics (3)
ECON 436 – Introductory Econometrics (3)	MGSC 390 – Business Information Systems (3)
FINA 444 – Corporate Risk Management (3)	MGSC 486 – Service Operations Management (3)
FINA 469** – Investment Analysis & Portfolio Management (3)	MKTG 352 – Principles of Marketing Research (3)
FINA 472 – Student-Managed Investments (3) – <i>By application only</i>	

\*\*Designated sections only.

- Business courses may be repeated only once. Students may appeal to take a course for a third time and must see an advisor to complete the appeal process.
- Students must complete nine hours of international-focused courses. These courses can be satisfied within the 122 required hours and do not require additional coursework. At least three credits must be a Business or Economics course at the 300-level or above. The remaining six credits can come from: a) two Carolina Core courses OR b) two 200-level or above foreign language course(s) in the same language. For a complete list of the these courses, please visit: <http://moore.sc.edu/academicprograms/undergraduate/globalexperience/internationalrequirement.aspx>
- The last 30 credit hours toward your degree must be earned in residence at the University of South Carolina.

**University Requirements:** Bachelor’s degree-seeking students must meet Carolina Core (general education) requirements. For more information regarding these requirements, please visit the [Carolina Core](#) page on the University website.

Codes:	
<b>CC</b> Carolina Core	<b>CC-INF</b> Carolina Core – Information Literacy
<b>CC-AIU</b> Carolina Core-Aesthetic and Interpretive Understanding	<b>CC-INT</b> Carolina Core – Integrative Course
<b>CC-ARP</b> Carolina Core-Analytical Reasoning and Problem-Solving	<b>CC-SCI</b> Carolina Core – Scientific Literacy
<b>CC-CMS</b> Carolina Core-Effective, Engaged, and Persuasive Communication: Spoken Component	<b>CC-VSR</b> Carolina Core – Values, Ethics, and Social Responsibility
<b>CC-CMW</b> Effective, Engaged, and Persuasive Communication: Written Component	<b>CR</b> College Requirement
<b>CC-GFL</b> Carolina Core-Global Citizenship and Multicultural Understanding: Foreign Language	<b>MR</b> Major Requirement
<b>CC-GHS</b> Carolina Core – Historical Thinking	<b>PR</b> Program Requirement
<b>CC-GSS</b> Carolina Core – Social Sciences	

Disclaimer: Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.