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.

<table>
<thead>
<tr>
<th>Critical</th>
<th>Course Subject and Title</th>
<th>Credit Hours</th>
<th>Min. Grade</th>
<th>Major GPA</th>
<th>Code</th>
<th>Prerequisites</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester One (15-16 Credit Hours)</td>
<td>! ENGL 101 Critical Reading and Composition</td>
<td>3</td>
<td>C</td>
<td>CC-CMW</td>
<td></td>
<td></td>
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<tr>
<td>Semester Two (15-16 Credit Hours)</td>
<td>! ENGL 102 Rhetoric and Composition</td>
<td>3</td>
<td>C</td>
<td>CC-CMW</td>
<td></td>
<td></td>
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<tr>
<td>Semester Three (16 Credit Hours)</td>
<td>ACCT 225 Introduction to Managerial Accounting</td>
<td>3</td>
<td>C</td>
<td>CR</td>
<td></td>
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<tr>
<td>Semester Four (15-16 Credit Hours)</td>
<td>FINA 363 Introduction to Finance</td>
<td>3</td>
<td>C</td>
<td>CR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Semester Five (15-16 Credit Hours)</td>
<td>MKTG 351 Principles of Management</td>
<td>3</td>
<td>C</td>
<td>CR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Semester Six (15 Credit Hours)</td>
<td>MKTG Elective</td>
<td>3</td>
<td>C</td>
<td>MR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Semester Seven (15 Credit Hours)</td>
<td>MKTG 465 Marketing Strategy and Planning</td>
<td>3</td>
<td>C</td>
<td>MR</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Semester Eight (15 Credit Hours)</td>
<td>MKTG Elective</td>
<td>3</td>
<td>C</td>
<td>CR/CC-INT</td>
<td>Mktg 350 &amp; Senior Standing</td>
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<td></td>
</tr>
</tbody>
</table>
Graduation Requirements Summary

<table>
<thead>
<tr>
<th>Minimum Total Hours</th>
<th>Minimum Major Requirements Hours</th>
<th>College &amp; Program Requirements Hours</th>
<th>Carolina Core Hours</th>
<th>Minimum Institutional GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>122</td>
<td>15</td>
<td>64-76</td>
<td>31-43</td>
<td>2.800</td>
</tr>
</tbody>
</table>

1. Regardless of individual course grades, students must maintain a minimum 3.000 cumulative GPA.
2. Some colleges require a minimum GPA for major courses. Courses indicated below are included in the major GPA for this program of study.
3. 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.
4. 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.
5. 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.
6. The Carolina Core provides the common core of knowledge, skill and academic experience for all Carolina undergraduate students.
7. Directed coursework may consist of courses toward a minor, cognate, concentration, or directed study.
8. Marketing Electives (6 credit hours)

Choose from the following:

- MKTG 445 – Sales Strategy (3)
- MKTG 446 – Sales Automation and Customer Management (3)
- MKTG 447 – Pricing Strategy and Analytics (3)
- MKTG 451 – Topics in Marketing (3)
- MKTG 454 – Business to Business Marketing (3)
- MKTG 455 – Marketing Communications and Strategy (3)

International-focused course

9. 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)
- ECON 436 – Introductory Econometrics (3)
- FINA 444 – Corporate Risk Management (3)
- FINA 469** – Investment Analysis & Portfolio Management (3)
- FINA 472 – Student-Managed Investments (3) – By application only

**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](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.

**Notes**
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**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**

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

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.