

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 (16 hrs)		
Course	Title	hrs	Course	Title	hrs
ENGL A101*	Composition	3	ENGL A102*	Composition and Literature	3
MATH A108*	College Algebra	3	BADM A298	Information Management	3
GEN ED	HIST A101 or A102	3	MATH A122	Survey of Calculus	3
GEN ED	Humanities Choice	3	GEN ED	Natural Science	4
GEN ED	School Specific Choice	3	GEN ED	American Political Institutions	3

Second Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
STAT A201	Elementary Statistics	3	BADM A226	Principles of Managerial Acct.	3
BADM A225	Principles of Financial Accounting	3	BADM A299	Business Analytics	3
ECON A221	Macroeconomics	3	ECON A222	Microeconomics	3
GEN ED	COMM A201 or A241	3	BADM A345	Business Communication	3
ELECT	Free Elective**	3	ELECT	Free Elective**	3

Third Year

1st Semester (15 hrs)			2nd Semester (15 hrs)		
Course	Title	hrs	Course	Title	hrs
BADM A350	Principles of Marketing	3	BADM A379	Business & Society	3
BADM A363	Business Finance	3	Business	Technology or Analytics Elective	3
BADM A371	Principles of Management	3	MKTG A457	Marketing Research	3
GEN ED	Humanities Choice	3	GEN ED	School Specific Choice	3
ELEC	Free Elective**	3	ELEC	Free Elective**	3

Fourth Year

1st Semester (15 hrs)			2nd Semester (14 hrs)		
Course	Title	hrs	Course	Title	hrs
MGMT A475	Operation & Supply Chain Mgmt	3	BADM A383	International Business	3
MKTG A455	Consumer Behavior	3	BADM A478	Strategic Management	3
MKTG A___	Concentration Choice	3	MKTG A___	Concentration Choice	3
ELEC	Free Elective**	3	ELEC	Free Elective**	3
ELEC	Free Elective**	3	ELEC	Free Elective**	2

*Must earn a C or better.

**Free Electives may be used to earn a minor, certificate, or second concentration.

Note: Courses designated as GEN ED may be switched with other courses in this category.

-Students should consult their bulletin, DegreeWorks, and Academic Advisor to ensure that all degree requirements are met.