



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 ¹ | Major GPA ² | Code | Prerequisites | Notes |
|---|--|--------------|-------------------------|------------------------|------------------|---|-------|
| Semester One (15-16 Credit Hours) | | | | | | | |
| ! | ENGL 101 Critical Reading and Composition | 3 | C | | CC-CMW | | |
| ! | MATH 122 Calculus for Bus. Admin. & Soc. Sci. or MATH 141 Calculus 1 ³ | 3-4 | C | | CC-ARP | MATH 111/1111/115 (MATH 122); MATH 112/115/116 (MATH 141); or Math placement test score | |
| ! | MGSC 290 Computer Info. Systems in Business ⁴ or ECON 221 Principles of Microeconomics or ECON 222 Principles of Macroeconomics | 3 | C | | CR | | |
| | Foreign language ⁵ or other Carolina Core Req. ⁶ | 3 | | | CC-GFL | | |
| | UNIV 101 The Student in the University or Carolina Core Requirement ⁶ | 3 | | | PR/CC | | |
| Semester Two (15-16 Credit Hours) | | | | | | | |
| ! | 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 ⁴ or ECON 221 Principles of Microeconomics or ECON 222 Principles of Macroeconomics | 3 | C | | CR | | |
| | Foreign language ⁵ or other Carolina Core Req. ⁶ | 3-4 | | | CC-GFL | | |
| Semester Three (16 Credit Hours) | | | | | | | |
| | 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 Bus. Careers in the Global Economy | 1 | C | | CR | | |
| | MGSC 291 Applied Statistics for Business | 3 | C | | CR | STAT 206 | |
| | Carolina Core Requirement ⁶ | 3 | | | CC | | |
| Semester Four (15-16 Credit Hours) | | | | | | | |
| | FINA 363 Introduction to Finance | 3 | C | | CR | C or better in ECON 221 and ACCT 225; C or better in STAT 206, STAT 509, STAT 515, STAT 511 or MATH 511 | |
| | MGMT 371 Principles of Management | 3 | C | | CR | | |
| | MGSC 395 Operations Management | 3 | C | | CR | C or better in STAT 206 | |
| | MKTG 350 Principles of Marketing | 3 | C | | CR | ECON 221/222, ACCT 225/226 | |
| | Carolina Core Requirement ⁶ | 3-4 | | | CC | | |
| Semester Five (15-16 Credit Hours) | | | | | | | |
| | MKTG 352 Principles of Marketing Research | 3 | C | | MR | MKTG 350 and MGSC 291 | |
| | ACCT 324 Survey of Commercial Law | 3 | C | | CR | | |
| | Minor or Cognate ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Minor or Cognate ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Carolina Core Requirement ⁶ | 3-4 | | | CC | | |
| Semester Six (15 Credit Hours) | | | | | | | |
| | MKTG 460 Product and Brand Management | 3 | C | | MR | C or better in MKTG 350 | |
| | Product Management Concentration Elective ⁹ | 3 | C | | MR | | |
| | Business Elective ¹⁰ | 3 | C | | MR | | |
| | Minor or Cognate ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Carolina Core Requirement ⁶ | 3 | | | CC | | |
| Semester Seven (15 Credit Hours) | | | | | | | |
| | MKTG 465 Marketing Strategy and Planning | 3 | C | | MR | MKTG 350, MKTG 352 | |
| | Product Management Concentration Elective ⁹ | 3 | C | | MR | | |
| | Minor or Cognate ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Carolina Core Requirement ⁶ or Elective ⁸ | 3 | | | CC/PR | | |
| | Carolina Core Requirement ⁶ or Elective ⁸ | 3 | | | CC/PR | | |
| Semester Eight (15 Credit Hours) | | | | | | | |
| | MGMT 478 Strategic Management | 3 | C | | CR/CC-INT | MKTG 350, FINA 363, MGMT 371 & Senior Standing | |
| | Product Management Concentration Elective ⁹ | 3 | C | | MR | | |
| | Minor ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Minor ⁷ or Elective ⁸ | 3 | C | | PR | | |
| | Carolina Core Requirement ⁶ or Elective ⁸ | 3 | | | CC/PR | | |

Graduation Requirements Summary

| Minimum Total Hours | Minimum Major Requirements Hours | College & Program Requirements Hours | Carolina Core Hours | Minimum Institutional GPA |
|---------------------|----------------------------------|--------------------------------------|---------------------|---------------------------|
| 122 | 21 | 58-70 | 31-43 | 2.800 |

- Regardless of individual course grades, students must maintain a minimum 3.000 cumulative GPA at the end of their first year (fall, spring, summer term). All students are reviewed annually at the end of each summer term for meeting the upperclassmen retention and graduation requirement of a 2.8 cumulative 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.
- Minors (non-business) may be selected from a University-wide list of approved minors. The minor is normally a minimum of 18 hours of prescribed courses in one subject area. Minors are recognized on the transcript. Cognates which consist of 4 related courses in a specific field. The cognate is intended to support the course work in the major. The cognate must consist of twelve (12) hours of courses at the advanced level, outside of but related to the major. Cognates do not earn an additional designation on the transcript.
- The total number of elective hours required depends on the number of hours used to fill other degree requirements, including the minor or cognate, multiple business majors or the business analytics concentration. No courses of a remedial, developmental, skill-acquiring, or vocational nature may apply as credit towards degrees in the Darla Moore School of Business. Coursework in MATH/STAT below the Moore School minimum requirements (ex: MATH 111 or STAT 110) or 1 credit performance or PEDU classes may not be included. Options to meet this requirement may include: pre-professional coursework, an accelerated master's program (maximum of 4 courses if not counted elsewhere in the degree), electives, or a second business major. Consultation with your academic advisor is required to determine appropriate use of the electives.
- Product Management Concentration Electives (9 credit hours)

Choose from the following:

| | |
|---|--|
| MKTG 351 – Consumer Behavior (3) | MKTG 455 – Marketing Communications and Strategy (3) |
| MKTG 447 – Pricing Strategy and Analytics (3) | MKTG 459 – Marketing Channels and Distribution (3) |
| MKTG 453 – Marketing Practicum (3) | MKTG 477 – Social Media Marketing (3) |

*International-focused course

- Business Electives must be 300-level or higher business courses in ACCT, BADM, 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** (9 hours) in conjunction with the Marketing major. Courses applied in the major may not also fulfill concentration requirements.
 - Required: MGSC 394 – Data Analytics for Business (3)
 - Choose 6 hours from the following: **ACCT** 404, 475; **ECON** 436; **FINA** 444, 469, 472; **IBUS** 430; **MGMT** 425; **MGSC** 390, 391, 486; **MKTG** 352, 447, 448
- Students may choose to complete a **Sustainability in Business Concentration** (12 hours) in conjunction with the Marketing major. Courses applied in the major may not also fulfill concentration requirements.
 - Required: MKTG 472 – Business, Markets and Sustainability (3)
 - Choose 6-9 hours from the following: **ECON** 500, 505, 548; **FINA** 473; **MGMT** 407; **MGSC** 489
 - Choose 0-3 hours from the following: **ENVR** 321, 322, 331, 533; **GEOG** 321; **HRTM** 485; **POLI** 478
- 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 these courses, please visit: <http://moore.sc.edu/academicprograms/undergraduate/globalexperience/internationalrequirement.aspx>
- All undergraduate students must take a 3-credit course or its equivalent with a passing grade that covers the founding documents. This course may fulfill any requirement in the program of study. Courses that meet this requirement are listed in the academic bulletin.
- 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: | |
|---------------|--|
| 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-CMW | 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.