

**Charleston Southern University**  
**Bachelor of Arts Program in Business Administration**  
**Emphasis in Marketing**  
(2009-10 Catalog)

**Liberal Arts Core Requirements (44 hrs.):**

- \_\_\_\_\_ (3) English 111\*
- \_\_\_\_\_ (3) English 112\*
- \_\_\_\_\_ (3) English 202, 203 or 204
- \_\_\_\_\_ (3) Communication 110
- \_\_\_\_\_ (3) Religion 111 or 112
- \_\_\_\_\_ (3) Social Science: Economics 211
- \_\_\_\_\_ (3) World, French, Spanish or Chinese  
213 or any Foreign Language at the  
200 level

- \_\_\_\_\_ (3) MATH 111- College Algebra\*
- \_\_\_\_\_ (3) History 111, 112 or 113
- \_\_\_\_\_ (3) Another history or Political Science 201
- \_\_\_\_\_ (3) Fine Arts: (Art 201, 202, or Music 171, 371)
- \_\_\_\_\_ (3) COIN 209 or 211 (211 is recommended)
- \_\_\_\_\_ (4) Lab Science
- \_\_\_\_\_ (4) Lab Science (Two lab science courses are  
required. Limit one course per category of  
Biology, Chemistry, Geology, and Physics)

**Business Core (33 hrs.):**

- \_\_\_\_\_ (3) BUSI 211 - Accounting I
- \_\_\_\_\_ (3) BUSI 212 - Accounting II
- \_\_\_\_\_ (3) BUSI 304 – Business Communications
- \_\_\_\_\_ (3) BUSI 305 - Business Finance
- \_\_\_\_\_ (3) BUSI 313 - Prin. of Marketing
- \_\_\_\_\_ (3) BUSI 317 - Prin. of Management
- \_\_\_\_\_ (3) BUSI 336 - Legal Envir. of Business
- \_\_\_\_\_ (3) BUSI 481 - Business Ethics
- \_\_\_\_\_ (3) BUSI 485 - Business Policy
- \_\_\_\_\_ (3) ECON 212 - Macroeconomics
- \_\_\_\_\_ (3) ECON 224 - Bus. & Econ. Statistics

**Marketing Requirements (18 hrs.):**

- \_\_\_\_\_ (3) BUSI 404 Consumer Behavior
- \_\_\_\_\_ (3) BUSI 431 Market Research
- \_\_\_\_\_ (3) BUSI 452 Marketing Management
- \_\_\_\_\_ (3) Marketing Elective \_\_\_\_\_
- \_\_\_\_\_ (3) Marketing Elective \_\_\_\_\_
- \_\_\_\_\_ (3) Marketing Elective \_\_\_\_\_

**Marketing Electives are chosen from:**

- (3) BUSI 328 – International Marketing
- (3) BUSI 332 – Personal Selling & Sales Mngt.
- (3) BUSI 352 - Advertising
- (3) BUSI 419 – Nonprofit Marketing
- (3) BUSI 421 – Retailing
- (3) BUSI 490 - Business Internship  
or BUSI 357 SIFE

**Minor Requirements:**

Students pursuing the Bachelor of Arts in Business Administration must have a minor field of concentration. A minor ranges from a minimum of 18 hours to a maximum of 21 credit hours. Minors are offered in many disciplines. Consult the University Catalog for the availability and specific requirements of minors.

**Elective Requirements 12-15 (to reach a total of 125 semester hours for graduation):**


**Notes:**

- \* Indicates courses that must be completed within the first four major terms (Fall and Spring).
- Students who do not place into Math 111 must take the prerequisite sequence.
- In cases of conflict between this checklist and the catalog, the catalog takes precedence.

Upon successful completion of 45 hours of course work (exclusive of FSP courses), the “shaded” courses above, and a 2.0 GPA, a student is eligible for admission to the School of Business. The student **should** apply for acceptance to the Business School at that time in order to take 300 and 400 level courses.