

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

Liberal Arts Core Requirements (44 hrs.):

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| <p>_____ (3) English 111*</p> <p>_____ (3) English 112*</p> <p>_____ (3) English 202, 203 or 204</p> <p>_____ (3) Communication 110</p> <p>_____ (3) Religion 111 or 112</p> <p>_____ (3) Social Science: Economics 211</p> <p>_____ (3) World, French, Spanish or Chinese
213 or any Foreign Language at the
200 level</p> | <p>_____ (3) MATH 209 - Business Calculus*</p> <p>_____ (3) History 111, 112 or 113</p> <p>_____ (3) Another history or Political Science 201</p> <p>_____ (3) Fine Arts: (Art 201, 202, or Music 171, 371)</p> <p>_____ (3) COIN 209 or 211 (211 is recommended)</p> <p>_____ (4) Lab Science</p> <p>_____ (4) Lab Science (Two lab science courses are
required. Limit one course per category of
Biology, Chemistry, Geology, and Physics)</p> |
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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 (27 hrs.):

- _____ (3) BUSI 328 – International Marketing
- _____ (3) BUSI 352 - Advertising
- _____ (3) BUSI 404 - Consumer Behavior
- _____ (3) BUSI 431 - Market Research
- _____ (3) BUSI 452 - Marketing Management ____
- (3) Marketing Elective _____
- (3) Marketing Elective _____

Marketing Electives are chosen from:

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

- _____ (3) BUSI/ECON Elective _____
- _____ (3) BUSI/ECON Elective _____

Elective Requirements (21 hrs.):

Notes:

- * Indicates courses that must be completed within the first four major terms (Fall and Spring).
- Students who do not place into Math 209 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.