

Plan of Study

Bachelor of Business Administration

Marketing Specialization

Catalog Year: 2025 – 2026



DAKOTA STATE
UNIVERSITY®

Sample Schedule: students are not limited to this plan; it is meant to serve as a guide for planning purposes in discussions with your academic advisor. This plan is one possible path to completing this degree in *four years*.

| FIRST YEAR | | | | |
|---|---|-----------|---------------------|------------|
| First Semester | | | On Campus | Online |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| CSC 105 Introduction to Computers | | 3 | F/S | F/S/SU |
| SGE Arts and Humanities | 1 of 2 (in different disciplines) | 3 | F/S | F/S/SU |
| SGE Mathematics | 1 of 1 / * MATH 114 or Higher | 3 | F/S | F/S/SU |
| SGE Written Communication | 1 of 2 / * ENGL 101 | 3 | F/S | F/S/SU |
| BADM 101 Survey of Business | | 3 | F/S | F/SU |
| GS 100 University Experience | | 0 | F | F |
| | Total Credit Hours | 15 | | |
| Second Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| SGE Arts and Humanities | 2 of 2 (in different disciplines) | 3 | F/S | F/S/SU |
| SGE Oral Communication | 1 of 1 / * CMST 101, 215, or 222 | 3 | F/S | F/S/SU |
| SGE Social Science | 1 of 2 ECON 201/202 cannot be counted * SOC 285 | 3 | F/S | F/S/SU |
| CIS 123/CSC 150 | Choose 1 of the 2 options | 3 | F/S | F/S/SU |
| CIS 206, 207, 208 Advanced Applications | CSC 105 / choose 3 credits of the 5 options. CIS 210 must be taken before CIS 211. | 3 | S | F/S/SU |
| CIS 210 QuickBooks I | | | F | F |
| CIS 211 QuickBooks II | | | F | F |
| | Total Credit Hours | 15 | | |
| SECOND YEAR | | | | |
| Third Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| ACCT 210 Principles of Accounting I | | 3 | F/S | F/S/SU |
| BADM 220 Business Statistics | MATH 114 or higher | 3 | F/S | F/SU |
| SGE Natural Sciences | 1 of 2 | 3 | F/S | F/S/SU |
| SGE Written Communications | 2 of 2 * ENGL 201, 283, or 284 | 3 | F/S | F/S/SU |
| ECON 201 Principles of Microeconomics | | 3 | F/S | F/SU |
| | Total Credit Hours | 15 | | |
| Fourth Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| ACCT 211 Principles of Accounting II | ACCT 210 | 3 | F/S | F/S/SU |
| BADM 321 Business Statistics II | BADM 220, STAT 281, or MATH 281 | 3 | F/S | S/SU |
| BADM 370 Marketing | | 3 | F/S | F/S/SU |
| SGE Natural Science | 2 of 2 | 3 | F/S | F/S/SU |
| SGE Social Science | 2 of 2 SGR Civics Requirement (HIST 151 or HIST 152 or CIV 100 or POLS 100, or POLS 210) | 3 | F/S | F/S/SU |
| | Total Credit Hours | 15 | | |
| THIRD YEAR | | | | |
| Fifth Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| BADM 310 Business Finance | ACCT 211 | 3 | F/S | F/S |
| BADM 344 Managerial Communications | ENGL 101 | 3 | F/S | F/SU |
| BADM 350 Legal Environment of Business | | 3 | F/S | F/S |
| BADM 360 Organization and Management | | 3 | F/S | F/SU |
| BADM 476 Marketing Research | BADM 220, BADM 370 | 3 | F (Even) | F(E)/SU(O) |
| | Total Credit Hours | 15 | | |
| Sixth Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| BADM 425 Production & Operations Management | (BADM 220 or Math 281) and BADM 321 | 3 | F/S | F/S |
| BADM 457 Business Ethics | | 3 | S | S |
| BADM 475 Consumer Behavior | BADM 370 | 3 | S(Odd) | S(O)/SU(E) |
| ECON 202 Principles of Macroeconomics | | 3 | F/S | S/SU |
| BADM 472 Marketing Technology | BADM 370 | 3 | F/S | F/S/SU |

| | | | | |
|--|--|---------|---------------------|------------|
| | Total Credit Hours | 15 | | |
| FOURTH YEAR | | | | |
| Seventh Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| ACCT/BADM/CIS/CSC/ECON/HIM Elective | 1 of 3 / * 300 or 400 level class | 3 | F/S | F/S/SU |
| ACCT/BADM/CIS/CSC/ECON/HIM Elective | 2 of 3 / * 300 or 400 level class | 3 | F/S | F/S/SU |
| BADM 481 Promotional Management | BADM 370 | 3 | F | F |
| CIS 325 Management Information Systems | | 3 | F | F/S/SU |
| Open Elective | 1 of 2 | 3 | F/S | F/S/SU |
| Apply for Graduation | You will receive a notification in your DSU email identifying the process to apply for graduation in the semester before your planned graduation date. | | | |
| | Total Credit Hours | 15 | | |
| Eighth Semester | | | | |
| Course | Prerequisites / Comments | Credits | Semester(s) Offered | |
| ACCT/BADM/CIS/CSC/ECON/HIM Elective | 3 of 3 / * 300 or 400 level class | 3 | F/S | F/S/SU |
| BADM 405 International Trade & Finance | BADM 310, BADM 370, and ECON 202 | 3 | S | S/SU |
| BADM 474 Personal Selling | BADM 370 | 3 | S(Even) | S(E)/SU(O) |
| BADM 482 Business Policy & Strategy | BADM 310, BADM 350, BADM 360, BADM370 | 3 | F/S | F/S/SU |
| Open Elective | 2 of 2 | 3 | F/S | F/S/SU |
| Take Exit Exam | After you apply for graduation, someone will reach out to schedule your exit exam. | | | |
| | Total Credit Hours | 15 | | |
| | Program Credit Hours | 120 | | |

* Recommended

Semester: F = Fall; S = Spring; SU = Summer

Information and course schedules may change. This is not a contract.