

# Bachelor of Arts in Business Administration (BABA)

## *Marketing and Sales*

A business degree prepares students for a career in a variety of industries and roles. A Bachelor of Arts in Business Administration from Spartanburg Methodist College also provides students the professional development skills they need to be career-ready right away. The SMC BA in Business Administration provides an in-depth course of study in one of three areas: accounting, marketing and sales, or management and entrepreneurship.

## *Marketing and Sales*

Marketing and Sales is one of the most popular and sought-after positions for graduates with a BABA degree. Students in this concentration gain tremendous insight into the promotion and conversion for a company's products and services. At SMC, students will learn the strategies and tactics for successful marketing as well as real-world examples from professors with backgrounds in the corporate world. Graduates with a degree in marketing and sales will be prepared to take on roles such as marketing managers, digital marketing professionals, regional or district sales managers, event marketing, and more.

### **PREPARING YOU FOR A CAREER ...**

A business administration degree prepares students for a variety of careers and corporate opportunities, including finance, banking, marketing, management, human resources, entrepreneurship, and many other business roles.

### **CAMAK CORE**

Every four-year degree at Spartanburg Methodist College includes our unique Camak Core professional development program. The Camak Core is a required set of courses that focus on teaching students professional skills such as leadership, teamwork, problem-solving, and professional communication. Students graduate better prepared to interview for jobs and enter the workforce.



# Bachelor of Arts in Business Administration (BABA)

## Marketing and Sales

The Bachelor of Arts in Business Administration degree trains individuals to assume management or supervisory positions in business, industry, and government. It also provides basic skills in a broad range of business functions including accounting, finance, economics, sales, computer usage, data analytics, management, and marketing. Learn organizational behavior, corporate planning, international business, and strategic planning with concentrations in accounting, marketing and sales, or management and entrepreneurship.

## Course Requirements

### Marketing and Sales

Subject/Course Requirement Semester Hours

#### Associate Degree\* – 60 Hours Required

Associate degree or equivalent (60 credit hours of general education courses & 2.0 GPA)

#### Camak Core – 18 Hours Required

Professional development coursework to include leadership, communications, applied technology, and career-based experiences.

PDEV 301 Professional Communication	3
PDEV 310 Professional Development and Leadership	3
PDEV 320 Community Discovery and Engagement	3
PDEV 400 Applied Technology	3
PDEV 410 or 415 Semester Internship or	
PDEV 411, 412, 413 Internships I, II, III (1 hour each)	3
PDEV 430 Capstone	3

#### Business Core – 18 Hours Required

BSAD 302 Business Analytics and Management Science	3
BSAD 305 Business Ethics	3
BSAD 310 Business Management	3
BSAD 320 Business Marketing	3
BSAD 340 Business Finance	3
BSAD 460 Business Law	3

#### Marketing and Sales Concentration – 18 Hours Required

##### Marketing and Sales Track

BSAD 321 Consumer Behavior	3
BSAD 322 Marketing Research	3
BSAD 323 Social Media Marketing	3
BSAD 421 Marketing Communications	3
BSAD 450 Professional Sales	3
BSAD 451 Professional Branding	3
BSAD 490-99 Special Topics in Business may substitute for a Requirement upon approval by the Department Chair	

#### Electives – 6 Hours Required

Competency in Foreign Language at the 102 (SPAN 140 for heritage Spanish speakers) or higher level is required. Up to six elective hours may be used to achieve Foreign Language competency; otherwise, elective hours must be taken at the 300 level or higher.

Total 120 credit hours

\*Associate degree (not Applied Science) or equivalent from a regionally accredited college or university (60 credit hours of general education courses & 2.0 GPA).

### Transfer Pathway

The transfer pathway into all of SMC's bachelor's degrees includes the following elements: the student must have earned an Associate in Arts or Associate in Science degree or have earned 60 credit hours of transferable general education coursework with a minimum 2.00 GPA from a regionally accredited college or university.

### Tuition & Fees

The tuition and fees below apply to the 2025-2026 school year. Please note that all tuition and fees are subject to change at any time when circumstances warrant.

Tuition (per academic year)	\$18,000*
Room & Board (per academic year)	\$10,200
Fees (per academic year)	\$3,700

\*Tuition rate for full-time students is based on an hourly rate of \$750 per credit hour up to the 12-credit-hour, full-time requirement.

