

Spartanburg Methodist College

Bachelor of Arts in Business Administration (BABA)

MARKETING AND SALES



SMC
ONLINE

THE ONLINE SCHOOL AT
Spartanburg Methodist College



A Bachelor of Arts in Business Administration prepares students for a career in a variety of industries and roles in the corporate world. A Bachelor of Arts in Business Administration from Spartanburg Methodist College also provides students the soft skills needed to contribute and succeed right away through our unique Camak Core professional development program. The SMC BA in Business Administration provides the same in-depth course of study as our traditional, on-campus business degree program. It's the perfect option for traditional students, returning adult learners, first-time adult learners, and any other student who cannot travel to campus or needs a more flexible schedule.

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.

ABOUT OUR ONLINE PROGRAMS

All of SMC's online degree programs provide the same coursework, professional development program, and internship opportunities as our traditional, on-campus programs. Students will learn from the same faculty who teach in our classrooms. All advising and other support functions are provided online by staff experienced in serving remote students.



START HERE
*to begin your higher
education journey.*



FINISH HERE
*with the skills you
need to succeed.*

TO LEARN MORE 864-587-4361 | online@smcsc.edu | smcsc.edu/online

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 and finance, economics and finance, 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. (If 60 hours are accepted in transfer, a student will need to take 3 additional credit hours)

Camak Core – 18 Hours Required

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

Business Core – 18 Hours Required

BSAD 305 Business Ethics	3
BSAD 310 Business Management	3
BSAD 320 Business Marketing	3
BSAD 330 Managerial Accounting	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	3

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

Class Schedule

SMC Online offers five eight-week terms per year — August, October, January, March, and May. All SMC Online courses are taught in an asynchronous format, although some courses offer voluntary synchronous sessions throughout the term.

	Start / Stop	Course 1	Course 2	Hours
Fall – 12 Hours Total				
August Term	Aug. – Oct.	_____	_____	6
October Term	Oct. – Dec.	_____	_____	6
Spring – 12 Hours Total				
January Term	Jan. – Mar.	_____	_____	6
March Term	Mar. – May	_____	_____	6
Summer – 6 Hours Total				
May Term	May – Jul.	_____	_____	6

TRANSFER PATHWAY

The transfer pathway for the Bachelor of Arts or Bachelor of Arts in Business Administration includes these elements: 1) The student must have completed an Associate degree in a specific discipline from a regionally accredited school with 60 credits minimum **OR** have earned 60 hours of General Education courses with a minimum 2.00 GPA) To be awarded transfer credit for prior coursework, credits must be earned through a regionally accredited institution of higher education.

TUITION & FEES

The SMC Online Tuition & Fees below apply to the 2021-2022 school year. Please note that all tuition and fees are subject to change at any time when circumstances so warrant.

Tuition (per credit hour)	\$300.00
Academic Resource Fee (per semester)	\$450.00