



UNIVERSITY *of the* SOUTHERN CARIBBEAN

This guide applies to all students
who enrolled in university from
Sept. 2025 to July 2027.

School of Business and Entrepreneurship (SOBE) – BBA Marketing– Degree Planning Guide

Freshman (Yr 1)

SEMESTER I		SEMESTER II	
ENG125 Academic Writing I	3	MATH165 College Algebra	3
IDSC110 College Success and Career Planning	1	CHEM107 Chemistry in Society*(See back of sheet)	3
PSYC101 or SOCI119 Intro to Psych. or Socio.	3	COMM104 Communication Skills	3
CPTR100 Introductory Computer Tools	3	ACCT122 Fundamentals of Accounting II	3
RELT100 God and Human Life	3	MKTG201 Principles of Marketing	3
ACCT121 Fundamentals of Accounting I	3		
	<u>16</u>		<u>15</u>

Sophomore (Yr 2)

SEMESTER I		SEMESTER II	
ENGL225 Academic Writing II	3	RELB210 Jesus in His Time and Ours	3
HLED220 Community and Environmental Health	3	PEAC110 or PEAC130 Per. Phy. Fitness or Sp. Activ.	1
ECON226 Principles of Microeconomics	3	CPTR210 Information Systems Theory and Application	3
MGMT255 Principles of Management	3	ECON227 Principles of Macroeconomics	3
MKTG205 Advertising & Sales Promotion	3	HRMN250 Human Resource Management	3
		MGMT315 Entrepreneurship	3
	<u>15</u>		<u>16</u>

Junior (Yr 3)

SEMESTER I		SEMESTER II	
BHSC100 Philosophy of Service	2	RELT250 Personal Spirituality and Faith	3
FNCE217 Principles of Finance	3	IDSC205 Introduction to Fine Arts*(See back sheet)	2
MGMT202 Business Communication	3	EDTE354 Philosophy for Education	2
MGMT341 Business Law	3	MGMT301 Business Statistics	3
MGMT343 Business Ethics	3	MKTG343 Consumer Behavior	3
MKTG342 Service Marketing	3	MKTG350 Sales Management	3
	<u>17</u>		<u>16</u>

Senior (Yr 4)

SEMESTER I		SEMESTER II	
HIST147 West Indian History (see back of sheet)	3	RELT340 Religion and Ethics in Modern Society	3
MGMT185 Professionalism and Career Readiness	1	SPAN103 Spanish for Business	3
MGMT47 Operations Management	3	MGMT495 Strategic Management	3
MKTG414 Retail Marketing	3	MKTG445 International Marketing	3
MKTG415 Marketing Research	3	MKTG490 Special Topics in Marketing	3
MKTG428 Digital Marketing	3	MKTG499 Internship	2
	<u>16</u>		<u>17</u>

Total Credits: 128

Please see back of sheet

COURSES IN BOLD ALTERNATE BY YEAR

PLEASE SPEAK WITH YOUR ADVISOR BEFORE SELECTING YOUR COURSES

CHECK THE DATE

This Degree Planning Guide is for students enrolling in a Business degree program from September 2025.

ACADEMIC BULLETIN

The Academic Bulletin provides the academic requirements for all degree programs. Please refer to your correct bulletin for further information. Click link <https://usc.edu.tt/academic-bulletins/>

ACADEMIC ADVISING

All students who have completed **up to 64 credits** are to be advised by the Student Advisement Centre. Students who have completed **65+ credits** should be advised by their SOBE Academic Advisor.

Scan here to see your list of SOBE Advisors



SCIENCE REQUIREMENTS - students must select any **ONE** of the below science courses to fulfill their degree requirements (3 credits):

CHEM107	Chemistry in Society
FDNT230	Nutrition
PHYS115	Concepts of Physics
BIOL107	Concepts of Environmental Science
AGRC101	Introduction to Agricultural Science

MATH REQUIREMENT

Business students are required to have a strong background in MATH. Students must obtain a grade III or higher at the CSEC (CXC) **level or** are required to complete both MATH090 and MATH091 before taking MATH 165.

FINE ARTS REQUIREMENT

As an alternative to IDSC205, students have the option to choose MUHL220 Music Appreciation or select two (2) credits from Ensemble or Applied Music. (Check your Academic Advisor or Bulletin)

HISTORY REQUIREMENT

Students must select **any one** history course to fulfill their degree requirements.

HIST104 World Civilizations I 3(Credits)

HIST147 West Indian History 3

Note: If Caribbean History was not passed at the GCE/CXC level, HIST 147 must be taken.

Note: Students are not advisors. Students must see their academic advisor at least once each school year. If reentering school after taking a leave of absence, speak to an academic advisor.

COURSES WITH PREREQUISITES

The following School of Business courses require prerequisites. Prerequisites are preparatory courses that **must be done prior to** other courses. **Students are required to do prerequisites where stated.** Please see your advisor or bulletin for information. **The following courses have prerequisites:**

ACCT122	FNCE217	ECON226	HRMN250
ECON227	MGMT315	MGMT202	
MKTG343	MGMT345	MKTG342	MGMT341
MKTG499	MGMT475	MGMT495	

AND YR. 4 MARKETING COURSES

COURSE OVERLOAD

Students with good performance in study may be allowed to take extra credits according to the following guidelines.

<u>Overall GPA</u>	<u>Course Load</u>
3.00 – 3.49	17 credits
3.50 – 3.89	18 credits
3.90 – 4.00	19 credits

For the third (summer) semester, a student is not permitted to register for more than 12 credits.

PETITIONS

If a student has taken any course not currently listed on their Degree Planning Guide (for a legitimate reason), the student is free to submit a petition form to have the course substituted, where applicable. Please see academic advisor regarding petitions.

YOU SHOULD ONLY TAKE COURSES LISTED ON YOUR DEGREE PLANNING GUIDE.