

**Department of Marketing and Supply Chain Management**  
**Bachelor of Science in Marketing**  
**Major Code: MKT**

**Curriculum Guide | 2021-2022**

<b>Course</b>	<b>CR</b>	<b>Course</b>	<b>CR</b>
<b>Freshman Year: First Semester</b>		<b>Freshman Year: Second Semester</b>	
MATH 111 (MATH 103/104) <sup>1</sup>	4	MATH 112	4
ENGL 100	3	ENGL 101	3
Science Reasoning w/Lab <sup>2</sup>	4	Science Reasoning w/out Lab <sup>3</sup>	3
MGMT 110	3	BTEC 110	3
FRST 101	1	PSYC 101	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>16</b>
<b>Sophomore Year: First Semester</b>		<b>Sophomore Year: Second Semester</b>	
ACCT 221	3	ACCT 222	3
ECON 200 <sup>4</sup>	3	ECON 201	3
ECON 206	3	MGMT 201	3
MKTG 230	3	BUAN 132	3
MGMT 260	3	SCMG 240	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Junior Year: First Semester</b>		<b>Junior Year: Second Semester</b>	
MKTG 332	3	MKTG 335	3
MKTG 333	3	MKTG 338	3
FIN 343	3	MGMT 315	3
Global Awareness Elective <sup>6</sup>	3	MGMT 303	3
Humanities & Fine Arts Elective <sup>5</sup>	3	African American Studies Elective <sup>7</sup>	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>
<b>Senior Year: First Semester</b>		<b>Senior Year: Second Semester</b>	
MKTG 444	3	MKTG 489	3
MKTG 445	3	MKTG 447	3
MGMT 495	3	MKTG Elective <sup>9</sup>	3
MKTG Elective <sup>9</sup>	3	Free Elective <sup>8</sup>	3
Free Elective <sup>8</sup>	2	Free Elective <sup>8</sup>	3
<b>Semester Total</b>	<b>14</b>	<b>Semester Total</b>	<b>15</b>

**Total Credit Hours: 120**

<sup>1</sup>MATH 111 can be replaced with the combination of MATH 103 and MATH 104

<sup>2</sup>Recommended Scientific Reasoning courses include BIOL 100; CHEM 100 & 110 (lab), or PHYS 110 & 111 (lab) for the four-credit lab course

<sup>3</sup>Recommended Scientific Reasoning courses include ASME 234, ENVS 201, PHYS 101, PHYS 104, PHYS 105 for the three-credit course

<sup>4</sup>ECON 200 fulfills the Social and Behavioral Sciences course requirement

<sup>5</sup>Humanities and Fine Arts courses include LIBS 202, PHIL 101,103, 104, 201, 266, 267, SPCH 250, ENGL 200, 201, 230, 231, 333, 334, MUSI 216, 220

<sup>6</sup>Global Awareness courses include PHIL 103, PHIL 201, HIST 130, HIST 206, HIST 207, HIST 216, HIST 231, or MGMT 221

<sup>7</sup>African-American courses include ENGL 333, ENGL 334, LIBS 202, HIST 103, HIST 106, HIST 107, or MUSI 220

<sup>8</sup>Free electives include any three-credit undergraduate course at or above the 100 level

<sup>9</sup>MKTG electives can be any course in COBE or outside of COBE that is related to your major, at or above the 100 level. Need Department Chair approval.

Review all General Education Courses options:

<https://www.ncat.edu/provost/general-education-resources/gec-list.php>

## MAJOR PROGRAM REQUIREMENTS

*Students must earn a C (not C-) or better in the following courses:*

ENGL 100	MKTG 445
ENGL 101	MKTG 447
ACCT 221	MKTG 489
ACCT 222	MATH 111 (103/104)
ECON 200	MATH 112
ECON 201	BUAN 132
ECON 206	MGMT 110
FIN 343	MGMT 201
MKTG 230	MGMT 260
MKTG 332	MGMT 303
MKTG 333	MGMT 315
MKTG 335	MGMT 495
MKTG 338	SCMG 240
MKTG 444	